

Introducing JATO Code Link

The car leasing market is on track to grow by almost 18% during the forecast period of 2021-2025. In addition, vehicle sales in Europe are looking at increasing by 10.8%.¹ The tools need to be in place to support this as customers increasingly want online tools and the JATO solution optimises the customer journey for visitors to an OEM configurator.

1 Trends

Digitising online services is a priority for automotive suppliers for private leasing so that users can take advantage of the predictability of costs and supply. **Customers expect the online journey to be fast and simple**, easy to find the supplier and then configure the car.



2 As it is today

Starting with a make and model of a car, the manufacturers' website may lead to an "available as from" button to choose a leasing option. **The first disconnect** may be when the user must enter the same information again on the leasing site and some personal information that the customer is not ready to reveal. Providing information such as annual mileage and running period frequently leads to the leasing company contacting the customer by phone or mail, breaking the flow of the online experience, and adding time. **It reduces the customer's willingness to try out lots of different possibilities. Customers may move away to another simpler and faster solution.**

- ❌ The customer needs to be pro-active
- ❌ Customer retention at risk
- ❌ The customer has to reconfigure the vehicle
- ❌ Manual activities increase chances of human error

3 Complexity

The captive and multi-brand leasing companies are connected to related OEM's and their systems. But the **manufacturer-specific codes in the OEM configurators are not compatible with the leasing companies** as they use universal JATO coding. **The precise vehicle configuration cannot be passed through to generate the leasing rate automatically.** A manual step is still needed.



4 The challenge

How can **subscription fees be integrated within car configurators** so that the customer's digital journey is optimised?

5 The answer, JATO Code Link

JATO Code Link is a translation tool that **translates the OEM-specific coding into the JATO universal codes** that power the leasing company systems used to generate subscription fees.



6 Seamless process

Starting with the customer choosing and configuring their preferred car, the manufacturer website now sends its own OEM-specific codes to JATO Code Link, an online API service. **JATO Code Link then translates these into the universal JATO codes that power the leasing company systems that generate leasing rates.** These are then sent back to the car configurator for the customer to see online in real-time without leaving the page.

Customer Experience

Instead of jumping between a configurator and a leasing website, the **customer gets the information they need in one place**; this reduces the chance of them trying a different site. It is **easier to make comparisons** and **opens the possibility of leasing**, which they may not have considered. **Human intervention is eliminated**, speeding the process for all, and reducing the risk of errors.



- ✅ Customer retention secured
- ✅ Customers finds all possible purchasing methods at once
- ✅ Optimized online customer journey
- ✅ The quotation process is simplified

JATO Code Link

JATO Code Link is a critical element in providing a seamless customer online experience in choosing a leased vehicle and supplier, leading to strong customer retention and successful business.

Want to know more?
Click [here](#) to find out how JATO can help

