



CASE STUDY CAZOO

How Cazoo launched a new way to (re-)buy cars online with a seamless multi-payment system

CAZOO

Cazoo buys used cars and fully reconditions them before offering them for sale on its website. On Cazoo's website, customers can browse through thousands of cars in-stock at any time, choose and purchase one online, and have it delivered to their door in as little as 72 hours. By only buying the best cars on the market, and thoroughly inspecting and reconditioning each one, Cazoo is transforming the way people buy used cars.

COMPANY SIZE

422 Million USD

MARKETS

1

HEADQUARTERS

London, UK

INDUSTRY

Automotive

BUSINESS MODEL

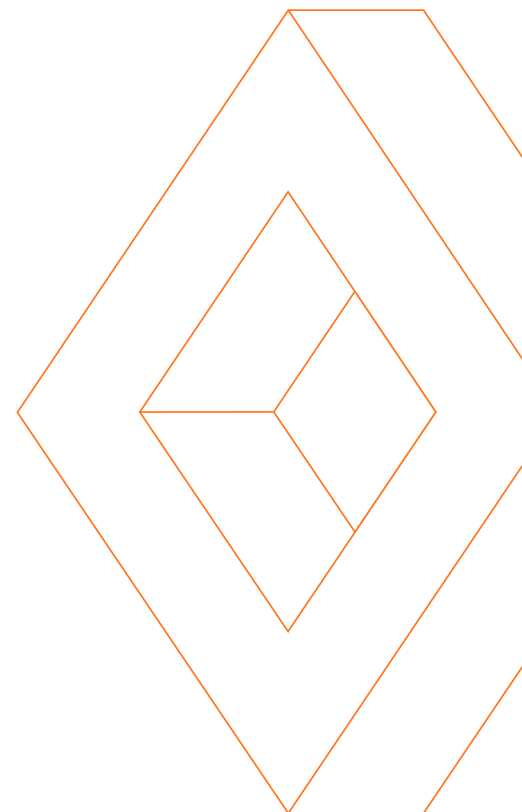
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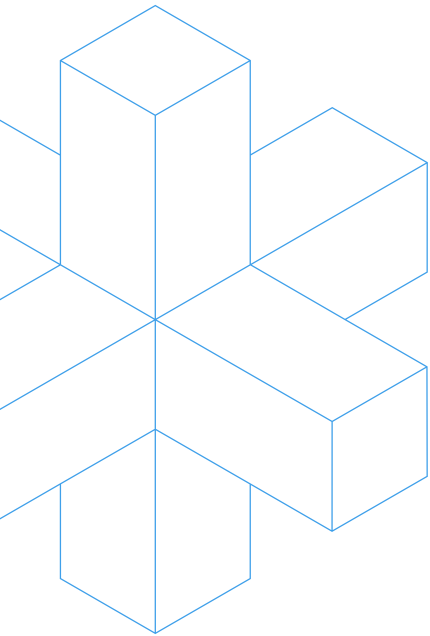
WORKED WITH PARTNERS

The App Business, Kin + Carta

The Challenge

Cazoo wanted to build their new commerce project from scratch to ensure they can deliver a seamless customer experience.





The Solution

Cazoo went down a unique route by choosing a serverless architecture and a microservices-based approach to build their commerce solution. The scalable, cloud-native platform will support growth, and has allowed them to implement multiple payment options for a single order for the convenience of customers.



The digital car dealer Cazoo is transforming the way people buy used cars by making purchases simple and seamless. The headless, microservices-based approach of commercetools allows Cazoo to develop sales sites and channels in a way that is unique in the automotive industry. Since they launched with commercetools, they have become the fastest riser to unicorn status in UK history.

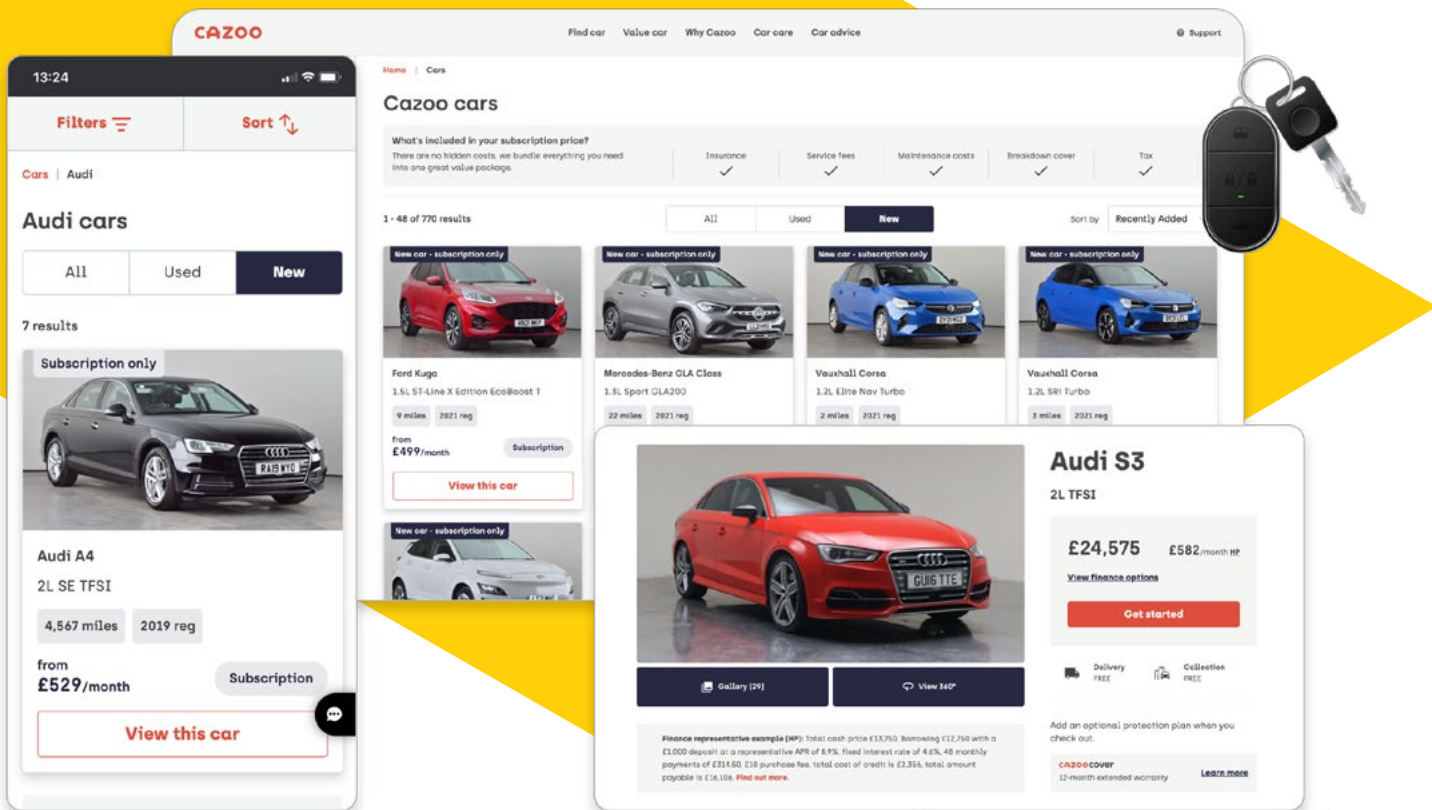
HAUKE RAHM

VP CUSTOMER SUCCESS, COMMERCETOOLS



Why it was a success

Cazoo's new eCommerce platform was successfully launched in December 2020 and their multiple payment options per order is already proving to be a hit with customers.



commercetools features for Cazoo



Checkout

Advanced checkout processes enable customers to purchase one car with multiple payment options.



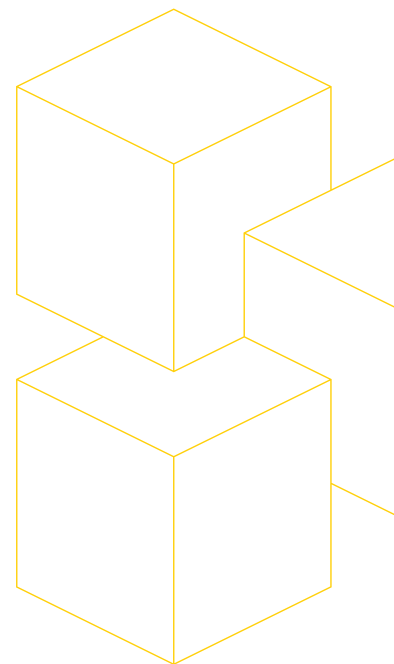
Multiple Touchpoints

Digital webstore, mobile, and brick and mortar sales channels are all on one platform.



Custom Products

Adaptable bundled products and complementary auto-services.



About commercetools



commercetools is a next-generation software technology company that offers a true cloud commerce platform, providing the building blocks for the new digital commerce age. commercetools is one of the fastest growing enterprise software companies in Europe with 300 employees at its offices in Munich (HQ), Berlin, Jena (GER), Amsterdam (NL), London (UK), Zurich (CH), US Durham (NC), Singapore (SG), and Melbourne (AU). The cloud-native platform enables brands and retailers to build innovative shopping experiences across all touchpoints like web, mobile, voice, in-car and many more.