



CUSTOMER STORY CAZOO

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



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.

Markets	Headquarters	Industry	Business Model	Worked with Partners
1	London, UK	Automotive	B2C	Kin + Carta

100% Serverless	5 Months to Full Launch	99.99% Uptime
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The Challenge

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

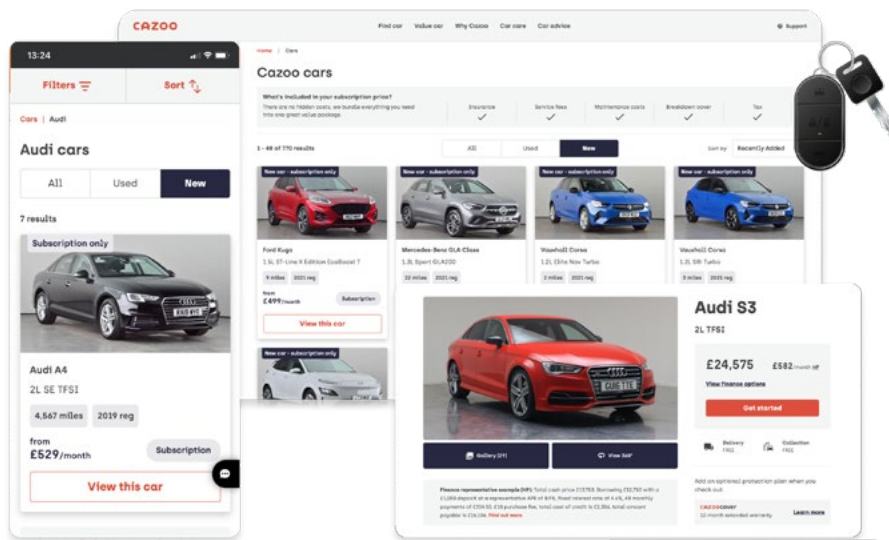
“ The digital car dealer Cazoo is transforming the way people buy used cars by making purchases simple and seamless. The headless, microservices-based approach of commercetools allows Cazoo to develop sales sites and channels in a way that is unique in the automotive industry. Since they launched with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

— HAUKE RAHM
VP CUSTOMER SUCCESS, COMMERCETOOLS

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.

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 founded the headless commerce concept, and is the industry-leading composable commerce platform enabling brands to adapt and lead evolutions in digital commerce. commercetools provides its customers with the agility and tools needed to innovate and iterate on the fly, merge online and offline channels, take advantage of new markets, drive new and higher revenue-generating opportunities, and future-proof their eCommerce business — without incurring technical and operational risks.

Today, commercetools is trusted by some of the world's most iconic brands including Audi, Danone, Euro rail, NBCUniversal, Sephora and Volkswagen Group and many more. To learn more, visit [commercetools.com](https://www.commercetools.com).