

Give customers a hassle-free online marketplace



Building a digital marketplace for used cars

Business Need

Thanks to global online retailers such as Amazon, customers are increasingly used to browsing and buying whatever they want from the comfort of their homes. In 2020, Toyota Financial Services decided to create a new brand that would apply the same approach to consumers looking to buy and sell used cars in Italy.

Solution

In just eight months, we researched the market and opportunity; created a new brand and business model; built a revolutionary app; and launched The Hybrid Place – an online platform complete with a one-click delivery service.

The service enables consumers to buy and sell their cars and aims for a zero-hassle customer experience.

Buyers choosing Toyota financing get free delivery to their door, with full peace of mind that they are buying a certified car checked against Toyota's vehicle history data.



NTT DATA is a top 10 global business and IT services provider with more than 120,000 professionals in over 50 countries.

NTT DATA can deliver the innovation and agility you need to develop new platforms and a better customer experience.

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