How Morni Took Car Auctioning Online?

Morni Auctions Case study

If you've been living under a rock and don't know what Morni is, it's time!

Morni is a leading company in transportation services and roadside assistance. They rely on the internet and location technology to connect customers to service providers through their phones for a smooth and safe road experience.

Essentially, Morni thought of everything, Here is a sneak peek of their Services.



How Morni Started?

In 2014, a team of Saudi youth deployed the first Mobile app of Morni with the help of the Badir technology incubation program under the supervision (with the sponsorship) of King Abdulaziz City for Science and Technology.

Now Morni has two mega tech projects Morni Auctions and Morni Road Assistance.

In this case study, we will focus on Morni Auctions.

The Idea and the Challenge:
In 2019, after the success of Morni Road assistance, the Morni team came up with the idea for Morni Auctions, a tech solution for bidding on used and salvage vehicles in transparent auctions, using technology in selling operations through mobile devices.

The idea was brilliant, but the implementation needed proper experience, that's when Morni contacted Squadio to help them find the right tech talents for this mega project to form what we call the Morni Squad.

How did Morni become the Platform we know today?

The Morni Squad started by forming the App's logic that connects its three main users.

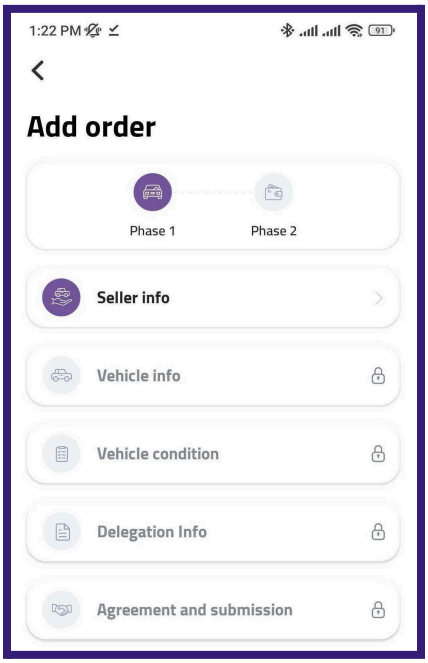
Bidder, Sellers, and a dashboard for the Morni Team.

Bidders: Users who are willing to buy a vehicle.
Sellers: Users who register their vehicles whether luxury, new, used, or damaged.
Morni Team: The team that ensures everything goes smoothly.

The team created Morni which

The Sellers:

There are two types of sellers, Individuals and corporations.
Individuals can use the mobile app to do the following steps whereas cooperates can do the same steps on their Corporate seller dashboard on the Morni website.



-Sellers can log in, list their vehicle by paying a simple listing fee complete a form that includes their personal info, vehicle info, and condition, and check the terms and agreements.

-Once the information gets reviewed by the morni team the sellers receive a notification that their order has been accepted and their vehicle will be auctioned soon.

-They also get notified of the specific date of the auction once it's set.

-During the auction which lasts from two to three days the sellers leave their vehicle at the Morni Yard for potential bidders/ buyers to come and inspect the vehicle.

-Once the auction is finished and an offer takes place they have the right to accept or reject the represented offer.

-If the seller accepts the offer the process of changing the ownership of the car begins.

The Morni Team:

The dashboard helps the Morni team manage and overview the auctions, sellers' orders, towing services, user tickets, inspections, and more.

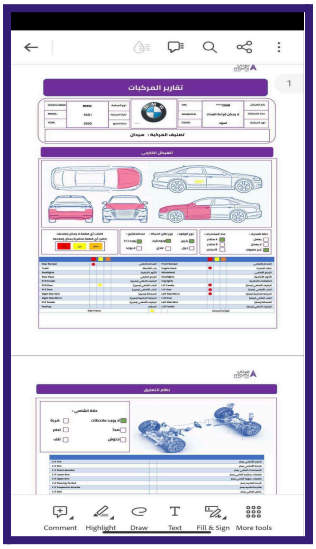
-Once the Sellers fill in the form and add in the car information integration with the Saudi Government takes place to verify the information of the seller and the vehicle.

-Once the information is verified the seller is notified as mentioned above.

-The Morni team gathers all the vehicles with similar features and creates the auctions with a specific start and end date which is called a Round Box.

-Notifications are sent to the Bidders to check the available auctions to be prepared for bidding.

-All in all the Morni team is equipped with a strong feature list to view and aid the users with their different needs throughout the selling, bidding, and after-sales process to ensure a smooth experience for their users.



The Bidders:

-Bidders can simply create an account and check for different types of vehicles through the filters in the Morni App, from the make and model to the condition whether luxury, new, used, or damaged.

-Bidders can check the car details and condition through the application and in real life by visiting the Morni Yard.

-During the Auction, there are rules, like how much you can bid for each time, how many times you can bid for in each auction, and the maximum and minimum amount.

-Once a bidder becomes the highest bidder the seller accepts the offer and the ownership process is finished the bidder can request towing the vehicle to the preferred location.

The Morni Squad under the management of Morni is always adding new features and developing new ones based on users' needs and the users' journey while using the product as a whole.

Here are some of the Releases published over the years.

YEAR	Release
March 2020	First release around (Mobile apps MVP - Admin dashboard)
Q3 2020	Seller dashboard
2021	Automate Invoices
2021	Complete the buyer journey
June 2022	Storage fees and ownership transfer module
Sep 2022	Analytics module
Nov 2022	Morni auction process development
Aug 2022	Vehicle inspection requests
May 2023	Performance enhancement
May 2023	Sell your vehicle through the mobile app
July 2023	Integrate with Elm Services

Let’s take a look at some of Morni Auction Numbers today.

Types and Number of Users:

- Bidders: more than 280K
- Peak active bidders at the same time: 4000+
- Sellers: more than 1K

Auctions:

No. of Auctions: more than 12K
No. of Sold vehicles: more than 8K
Average auctions per month: 500+

The Morni Squad today has 5 tech talents who are working on maintaining the app and adding new features.
The tech talents' specializations and the number of tech talents changed over the years based on the growth phases that morni went through as our services and resources are customized based on our partners' needs.