

## Capgemini Automotive

A new future is being written for the automotive industry. More than just enhancements to technology, the industry is undergoing fundamental changes that are altering business models and how brands will interact with their customers for generations to come.

At Capgemini we believe we have a role to play in inventing the future of the mobility industry. We partner with our industry-leading clients to enable the success of their business transformation, guide them along their journey through this new competitive landscape, and ensure future business performance and growth.



For further information on how we can help your business, please contact one of our experts:

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# THE FUTURE AUTOMOTIVE SALES MODEL

How do the automotive customers of the future want to purchase their next car?



FIND OUT MORE  
AND CONTACT  
OUR EXPERTS

## GLOBAL CONSUMER STUDY

A global study conducted across 6 markets, reaching 6,000 consumers:

Omnichannel experience	Dealer perception and relevance	Greater price transparency	Hurdles when picking third-party providers
<b>75%</b> of consumers expect to be able to purchase their next car online	<b>92%</b> of consumers consider a personal touchpoint with the dealer to be essential	<b>70%</b> of consumers worry that prices are higher online than in a dealership	<b>80%</b> of consumers compare offers before buying at a dealer/online
<b>95%</b> require a seamless, simple and efficient ordering process	<b>78%</b> require neutral and need-oriented advice on models and equipment variants	<b>77%</b> prefer fixed prices being the same online and offline	<b>64%</b> are willing to buy on a third-party platform
<b>86%</b> are open to sharing their data with agents and OEMs	<b>25%</b> would prefer a car purchase without any dealer involvement	<b>2.5</b> visits to a dealer is required to ensure the best possible price	<b>91%</b> would prefer buying from an OEM/dealer website if a seamless process is provided

## AN INSIGHT FROM AUTOMOTIVE DEALERS

Capgemini interviewed 60 dealers who shared their key success factors for sales model transformation

Price transparency and competition	Fair and sustainable remuneration model	New IT infrastructure and processes
<b>85%</b> of dealers emphasize the need to create price transparency across all channels to limit increasing inter- and intra-brand competition	<b>94%</b> of dealers name a fair bonus system design as a core feature for a financially sustainable transformation	<b>91%</b> of dealers interviewed point out the importance of harmonized IT system landscapes across all sales levels

## SEVEN KEY FACTORS FOR OEMS TO GET RIGHT

We have worked with a number of large OEMs on their sales model transformation. Our experience has identified 7 key success factors to get right:

1. Start from customer insights
2. Use your product roadmap to drive change
3. Take ownership across functions
4. Involve your dealer network
5. Embrace the data opportunity
6. Start small, scale and learn
7. Invest in scalable technology platforms

For more information on how you can enable your sales model of the future, **please contact us**