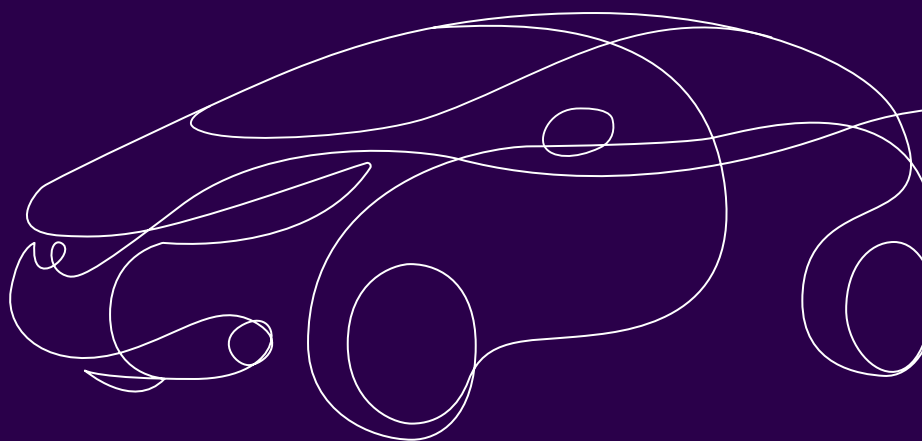# SMART MOBILITY CONNECT

CUSTOMER ENGINE

Charting the new mobility
ecosystem of the future

PRELUDE

As technology and new competitive threats disrupt the automotive industry, automotive players need the vision to transform their businesses and stay relevant.

We bring the industry insight and multi-disciplinary expertise to support OEMs and other automotive businesses on their transformation journeys.

Our series of Smart Mobility Connect offerings addresses their critical challenges and drives business growth by bringing to life the smart mobility ecosystem of the future. Here we zoom in on the fourth of these offerings – **the Customer Engine.** The Customer Engine brings to life what's next for Smart Mobility Connect.

Detailed information about each of the four core offerings
– Connected Customer, Connected Services and Products,
Connected Ecosystem and Customer Engine – is available at:
www.capgemini.com/service/invent/smart-mobility-connect/

Customers are getting used to superior digital experiences from other industries.

These experiences shape expectations, meaning customers expect the same standard when interacting with automotive OEMs. Nowadays, seamlessness, simplicity, situational relevance and superior service are at least as important as engineering prowess and immaculately designed products. Automotive OEMs face the threat of being overtaken by purely digital players in domains that should naturally be dominated by OEMs. What all these digital players have in common is services significantly enhanced by AI, helping them interpret end customers' contexts, intentions, and moods while seamlessly integrating them into an innovative ecosystem.

The key challenges faced by OEMs reacting to this brave new world are time to value and the high degree of organizational flexibility required. Establishing an innovative and intelligent ecosystem requires the forging of new global partnerships, the development of new and regionally adapted customer journeys, investments in IT architecture, the replacement of slow and inefficient legacy systems, the integration and harmonization of an ever-increasing number of new touchpoints, the implementation of complex data privacy and data security concepts, and lastly an organization-wide effort to become a truly data-driven business.

The Customer Engine is the blueprint for a reference architecture which shows how Smart Mobility Connect can be implemented in an OEM's business. By providing a library of use cases, it accelerates the development or configuration of bespoke services for our clients and can be leveraged in conjunction with the applications in their wider systems landscape. This allows customers to quickly and flexibly conceptualize, develop, implement, and scale innovative use cases and services, leveraging

cutting-edge technology and deep cross-industry expertise. Our modular Customer Engine offering is designed to help our clients take different speeds at realizing the customer experience of their ecosystem, either by conducting dedicated pilots, planning and realizing organizational transformations, or even using the Customer Engine as the starting point for a service platform.

Depending on our client's needs, we provide these services in the following disciplines:

- **Innovative use case portfolio:** We rely on a long list of cross-industry use cases that have proven to be successful in various customer contexts and that have been packaged for quick deployment: from pre-sales to after-sales, including mobility services and sustainability management.
- **Integration along sales levels and value chain:** We create an ecosystem that includes all sales levels from HQ to retail and integrate not only independent dealers but also third-party providers of functions and services.
- **State of the art AI-enabled CX ecosystem:** We constitute a dedicated ecosystem, including customer platform leaders (for large integrated and AI-enabled customer experience solutions) and best-of-breed providers (for specific solutions and capabilities) to benefit from the best technological advances.
- **IT and data infrastructure:** The Customer Engine relies on a strong IT and data infrastructure to guarantee scalability of experimentations and industrialization of use cases, with the right levels of performance, availability, and scale.
- **Target AI-enabled architecture:** We design a target architecture for AI-enabled customer platforms by interconnecting customer-facing user interfaces, data, engagement solutions, and business processes supported by an ecosystem of partners. This architecture orchestrates various forms of AI

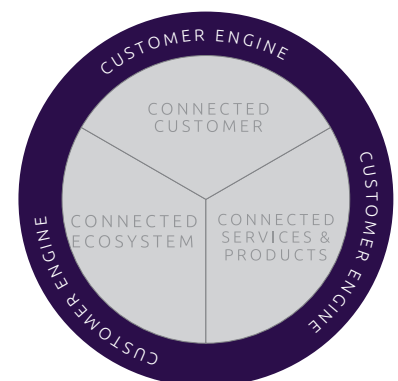and connects with clients' legacy, security, and privacy contexts to maximize impact.
- **Rich set of AI enablers:** The Customer Engine allows the use of AI enablers, such as model libraries, by advanced AI users, and AI platforms by citizen data scientists to guarantee adaptability to specific needs.
- **Delivery models:** We deploy a delivery model to support flexible data monetization and data experimentation, including exploratory analysis, optimization, and tuning of algorithms. This can range from customer platform experimentation, to implementation at scale.
- **Customer experience design:** We create a state-of-the-art customer experiences based on relevant use cases, optimized touchpoint management, and innovative UX design on all customer-facing and internal channels.

56%
of consumers see mobility services as complementary to owning or leasing a car.

Cars Online 2017: Beyond the Car, www.capgemini.com/service/ cars-online-2017-beyond-the-car/

Smart Mobility Connect Offerings

81%

of consumers are willing to increase their spend with an organization in return for a better experience.

The Disconnected Customer: what digital customer experience leaders teach us about reconnecting with customers, www.capgemini.com/resources/ the-disconnected-customer-what- digital-customer-experience-leaders- teach-us-about/

The following examples illustrate key areas where we provide in-depth support to OEMs and other automotive businesses. The Customer Engine was developed to set an industry standard, use Salesforce functionalities, and provide tangible benefits. The Customer Engine serves several purposes based on the situation and context.

FUNCTION STORE FOR DIGITAL AND MOBILITY SERVICES

The Function Store is a core element enabling a cross industry ecosystem. Innovative cross-industry use cases can be realized by providing an interface through which OEMs and third parties can provide innovative functions to an OEM's customer base – accessed in-car, through mobile, or on the desktop. This enables OEMs to remain in control of all offered services and create new revenue streams from third-party services in the Function Store. Ultimately, it enables OEMs to meet their end customers' expectations for seamless and intelligent mobility experiences.

What we offer

We help OEMs to create value by prototyping, assembling, and monetizing new digital and mobility services on the fly, and facilitating the emergence of new business models in-car – for example, turning signals into intents, then offers and orders in one platform across the entire service lifecycle – with the support of industry-spanning data, AI technologies, and a well-established back-end IT solution.

Client case study

Issue: The cockpit is a strategic asset for OEMs, attracting all the attention of the driver/owner. (Semi-) autonomous vehicles will reduce its perceived value. Customers expect to access mobile infotainment in their cars, and digital players are eager to tap into their captive attention. OEMs have to own this space in the cockpit to offer digital services that add the most value to customers.

Solution: We helped our clients to bridge the gap between their own business and those who were providing relevant functions that add value for the OEM's clients. We did so by integrating those functions into the customer journey and by performing the technical implementation end to end.

Benefit: The client discovered and mastered new revenue streams and reconnected with the existing customer base. They preserved brand differentiation while sharing commodity costs.

CUSTOMER ENGAGEMENT PLATFORM

OEMs and retailers need one comprehensive platform to manage relationships with their clients and prospects. Only through a full integration of marketing, sales, and after-sales processes can OEMs and retailers obtain a 360° view of the customer, and thus be able to interact with customers in the most effective and efficient way. Using artificial intelligence, the right content can be provided to customers at the right time through the right channel, using Next Best Action or Next Best Offer. The Customer Engagement Platform also serves as basis to keep up with sustainability goals, both for OEMs and for customers, by providing carbon footprint reports and low-emission mobility alternatives.

What we offer

We deliver value to our clients through end-to-end consulting, starting with developing the strategic roadmap of a customer engagement platform, to shaping the business processes, and finally to implementing the solution in the customer environment. The demonstrator accelerates the ideation and innovation process in customer experience projects. Through the Customer Engine we enable an efficient to approach towards aligned target pictures based on innovative use cases and state-of-the-art architecture.

Client case study

Issue: Implementation of a center of excellence for the global customer engagement platform for a German OEM to ensure global scaling while securing added value for internal and external stakeholders.

Solution: We introduced a mix of Salesforce Clouds to provide innovative solutions for marketing, sales, and service. By setting up the center of excellence, we support the client in scaling on a global level while bringing value to internal and external stakeholders. Detailed use cases include campaign and lead management, establishment of a service center, and carbon footprint management for the global fleet.

Benefit: The client was able to provide a more consistent digital customer experience based on a 360° view of all relevant customer data. They also replaced an existing service center solution and are now able to track their overall carbon footprint.

THE CUSTOMER ENGINE BRINGS TO LIFE WHAT'S NEXT FOR OUR CLIENT AND HOLDS TANGIBLE BENEFITS.

20%
time savings in scoping phase

Customer Engine as a demonstrator
Using the Customer Engine as a demonstrator during scoping phases of a project, up to 20% of time can be saved thanks to accelerated ideation and innovation processes. The Customer Engine brings in innovative use cases, visualization, and target architecture ideas to foster the process.

15%
less effort in requirement engineering and data modeling

Customer Engine as a prototype
The Customer Engine can be used as a basis for rapid prototyping to align on the solution design. This includes customer journeys, processes, data models, and requirements as input to the development phase. Thanks to the up-to-date use cases library, the OEM data model, and a state-of-the-art architecture, ideas and processes can be visualized and validated.

20%
reduction in development efforts

Customer Engine as a piece of software
The Customer Engine can be used as a piece of software that can be integrated and adapted in client's environment in a modular approach. Following a requirements analysis, single modules of the Customer Engine can be used, leading to less implementation effort.

THE WAY FORWARD

OEMs are facing a series of challenges that touch all facets of their business. A novel way of thinking and working is required to ensure a timely and efficient response to this changing and volatile context.

Applying an inventive mindset is key to staying ahead, as we believe the mobility ecosystem of the future will connect people with technology in ways that haven't been seen before. Together with our clients, we bring to life what's next, creating a smart mobility ecosystem designed with people at its heart.

Discover how Capgemini Invent enables businesses to reinvent mobility for people:

www.capgemini.com/service/invent/smart-mobility-connect/

About
Capgemini Invent

As the digital innovation, consulting and transformation brand of the Capgemini Group, Capgemini Invent helps CxOs envision and build what's next for their organizations. Located in more than 30 offices and 22 creative studios around the world, its 6,000+ strong team combines strategy, technology, data science and creative design with deep industry expertise and insights, to develop new digital solutions and business models of the future.

Capgemini Invent is an integral part of Capgemini, a global leader in consulting, technology services and digital transformation. The Group is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. It is a multicultural company of over 200,000 team members in more than 40 countries. The Group reported 2018 global revenues of EUR 13.2 billion.

People matter, results count.

Learn more about us at
www.capgemini.com/invent

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