

# SMART MOBILITY CONNECT

**CONNECTED CUSTOMER**

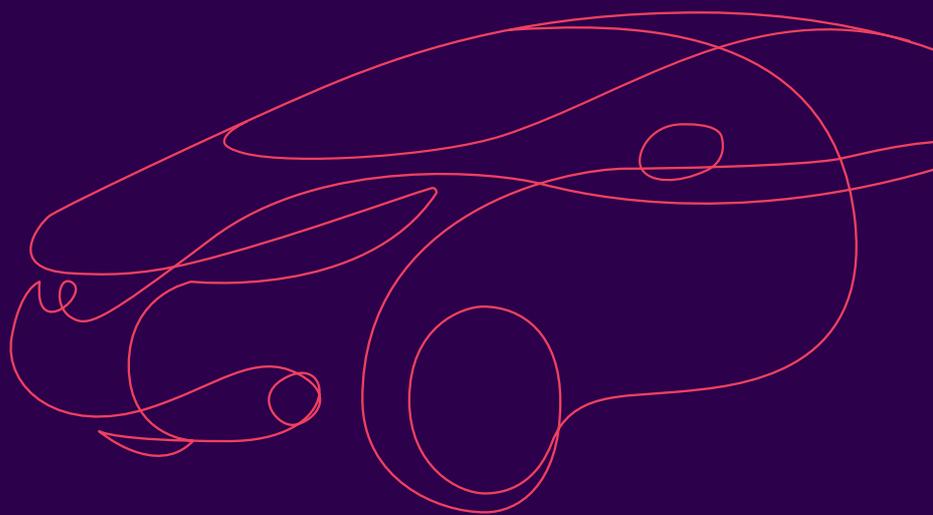
Charting the new mobility  
ecosystem of the future

# 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 first of these offerings – **the Connected Customer.**





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/](http://www.capgemini.com/service/invent/smart-mobility-connect/)

43%

of consumers are very interested in using live chat when searching for information.

*Cars Online 2017: Beyond the Car, [www.capgemini.com/service/cars-online-2017-beyond-the-car/](http://www.capgemini.com/service/cars-online-2017-beyond-the-car/)*

### Today's consumers expect automotive companies to respond and interact with them in real time across all relevant channels.

Automotive players have traditionally relied on their engineering power to manufacture immaculately designed and flawless products. Now, technology is enabling a paradigm shift in customers' needs and behaviors when it comes to mobility. This demands that automotive OEMs not only connect the customer to their car, but also offer a new range of mobility services to address customers' mobility needs holistically and keep pace with expectations.

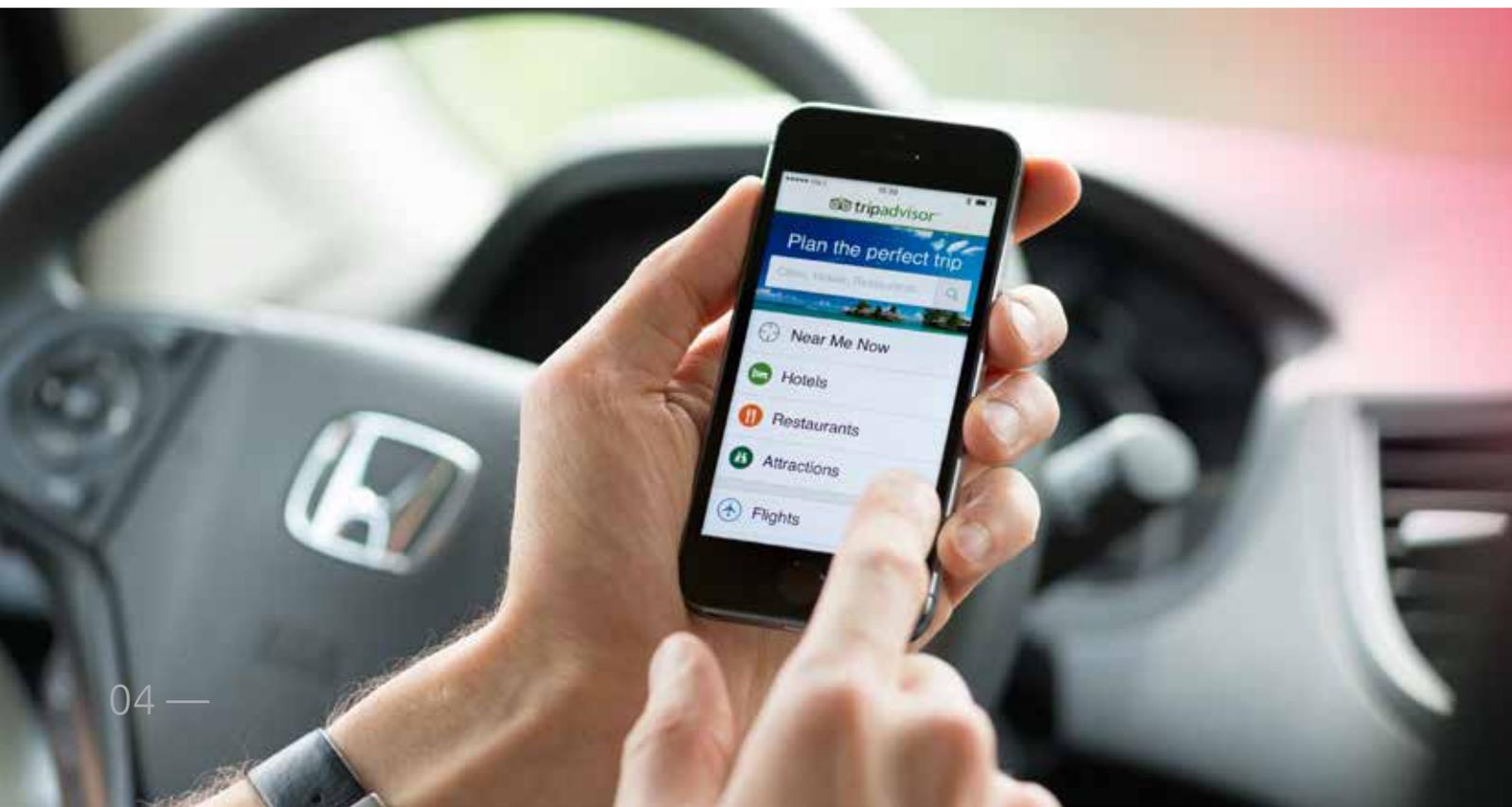
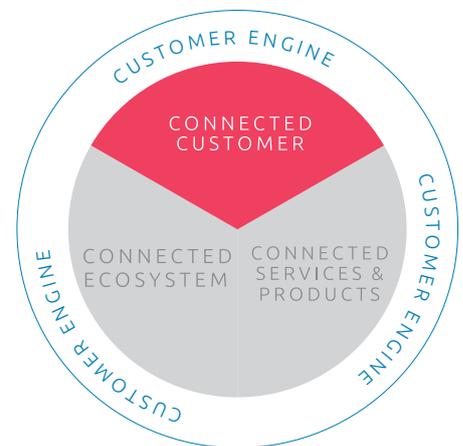
The connected customer will decide which brands survive in the digital age and which don't. The path to success therefore needs to cover the end-to-end customer experience. It starts by offering real-time service solutions both in-car and on mobile, as well as technologically enhancing the customer experience at traditional touchpoints such as retail.

We collaborate with automotive leaders to address these challenges by:

- Reimagining the customer experience across all channels based on cutting-edge technology
- Creating seamless customer-centric strategies and solutions, using advanced technologies to heighten the impact of customer experience
- Leveraging real-time data to provide actionable insight, resulting in quick turnaround, innovative solutions that sustain and deepen customer engagement
- Creating customer loyalty by anticipating future needs throughout the customer journey, ensuring that customers come back for more.

We provide in-depth support to OEMs and other automotive businesses in four focus areas: **Customer Engagement, Customer Service, Customer Analytics and Customer Experience Platform.**

### Smart Mobility Connect Offerings



# CUSTOMER ENGAGEMENT

A customer-centric vision and strategy are vital to providing a seamless customer experience. Both excellent products and services, and more importantly a superior customer experience will contribute to customer satisfaction and longstanding loyalty.

OEMs need to fully understand the customer journey from searching for a car or a digital product / service through to purchase, and finally what makes an excellent post-purchase experience. Along that journey, OEMs need to generate and utilize both behavioral and demographic customer data along relevant touchpoints.

To create a consistent and intuitive customer experience, OEMs need to redefine their current communication and sales channels. A future mobility ecosystem will consist of a variety of new and innovative digital and physical channels. This also includes dealerships that need to evolve from a pure point of sale to an exciting “point of experience” for the whole mobility offering. Entirely new retail formats will be added to provide relevant sales touchpoints as well as effortless after-sales service.

## What we offer

We create innovative and seamless customer-centric strategies supported by digital strategy and experience design. We manage analytics-based campaigns based on consistent customer data management to better understand customers’ needs. We create loyalty programs focusing on the customer relationship management (CRM) core processes, including lead management, campaign management and request and complaint management.

## Client case study

**Issue:** The client faced several challenges in marketing execution and the digital customer experience, as a result of a fragmented landscape and an organization operating in silos.

**Solution:** We supported the client in establishing and rolling out a Digital Shared Service Center, taking the lead in marketing and CRM execution worldwide.

**Benefit:** The common platform enabled the client to increase CRM and marketing efficiency and ensure a consistent experience throughout the consumer lifecycle, while reducing costs and lead times.



# CUSTOMER SERVICE

Customer service in the automotive industry has evolved rapidly but has not kept pace with customers' changing expectations or with digitization of the product mix. Yet customer service is a crucial aspect of customer experience, and as such can strongly influence customer loyalty and hence profitability.

Establishing a personalized, individual dialogue with each customer – especially when supported by Artificial Intelligence – optimizes the customer experience across the communication channels that today's connected customer demands.

## What we offer

We define the customer service of the future by using Artificial Intelligence, robotics and chatbots. We support customer interaction management, servicing and warranty management, predictive maintenance as well as strategy and operations for Customer Interaction Centers (CIC); along with an optimized service channel integration.

We enhance the service experience by improving after-sales service processes using technology. We also make the feedback and complaint management processes more customer-focused.

## Client case study

**Issue:** Using traditional support structures, the client was unable to process the growing number of complex customer requests resulting from increased usage of connected car services in a customer-friendly and efficient way.

**Solution:** We developed a new global support concept for connected car services that makes the client's support processes more efficient, while enhancing customer satisfaction and future economic impact.

**Benefit:** Based on the new support concept, a higher solution rate and faster response time were achieved, ultimately resulting in higher levels of customer satisfaction. Additionally, future support costs were dramatically reduced.

# CUSTOMER ANALYTICS

Customers expect extensive situational knowledge and high reaction speeds within the customer dialogue. For OEMs, true differentiation and relevance therefore means offering intelligent products and services where the customer is in charge and the value comes from situational relevance, usability and price.

This cannot be done without analyzing a vast amount of data using Artificial Intelligence. The next-level AI ambition uses dynamic algorithms to shape corporate processes and deliver situation-relevant product and service offerings that are enabled by robotic process automation and process mining.

## What we offer

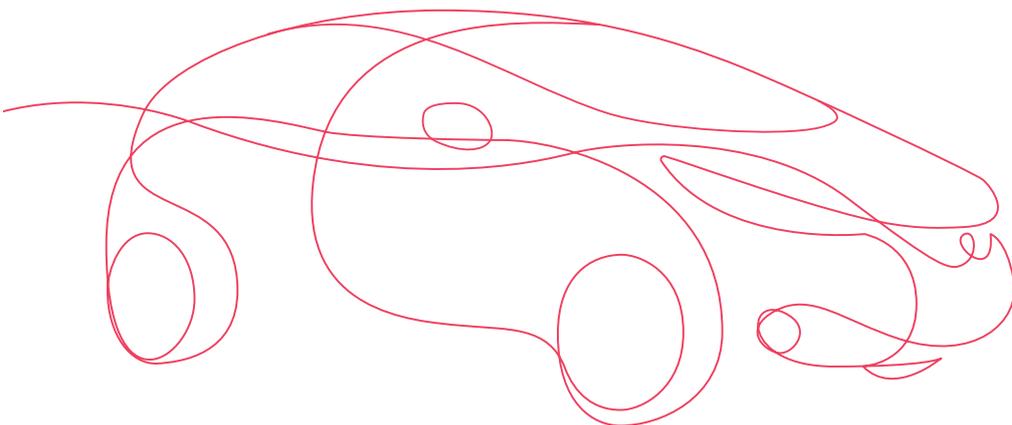
We deliver value to our clients through real-time insights and ready-made customer insights solutions (NBA – next best action), which ‘plug in’ to clients’ enterprise operations. Besides developing customer value service and product offerings (NBO – next best offer), we expedite business innovation through our Innovation Lab network and thus enable new ways of doing business. We leverage AI to help our clients make better data-driven decisions that improve the customer experience in real time.

## Client case study

**Issue:** The client required a new organizational area to steward digital services. Multiple viable concepts, dashboard approaches and analytics existed, but there was only limited transparency in steering the whole value stream.

**Solution:** By using an agile project management approach, we supported the client in developing and implementing a cockpit solution for monitoring and steering digital services throughout all service lifecycle phases. The dashboard solution covered KPIs for business, service usage, service quality and project progress. It was implemented in Power BI – Microsoft’s suite of business analytics tools - and the views are customized according to the users’ requirements.

**Benefit:** With the dashboard solution, the client could foster data-driven decision-making and thus strategically steer their service portfolio. The cockpit solution also facilitated cross-functional working by visualizing the data relevant to all stakeholders in one integrated cockpit.



# CUSTOMER EXPERIENCE PLATFORM

Connected customers expect a seamless customer experience, demanding personalized journeys that address their individual needs. A seamless journey requires automotive OEMs to integrate their various existing systems within a central platform, to achieve a 360-degree customer view that is in sync with all customer-relevant applications. This allows connected customers to be guided through the customer journey supported by central services such as a global payment.

## What we offer

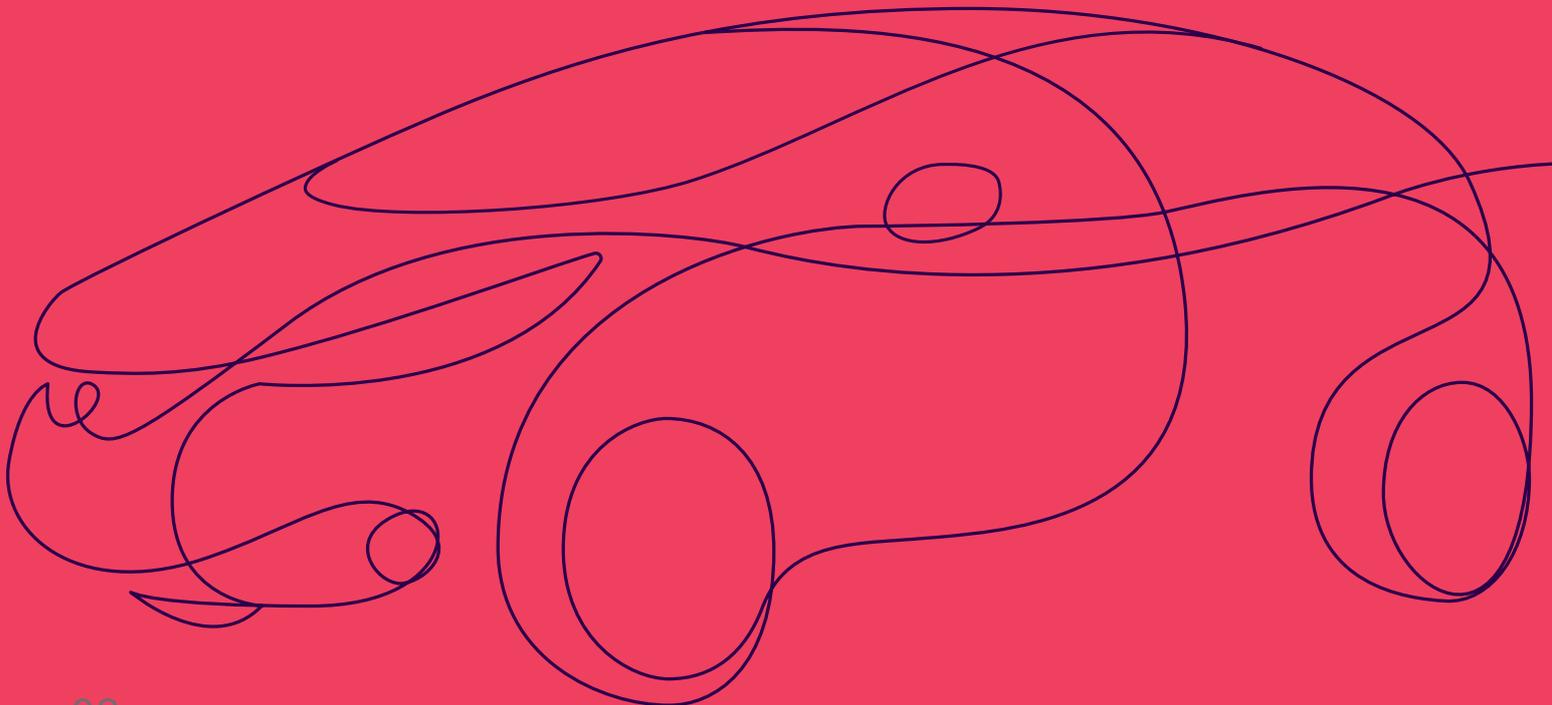
We enable the development of unified customer experience platforms by capturing relevant and customer-approved data in one platform to achieve a 360-degree view of the customer across channels. This lays the foundation for anticipating future needs and requirements along the customer journey.

## Client case study

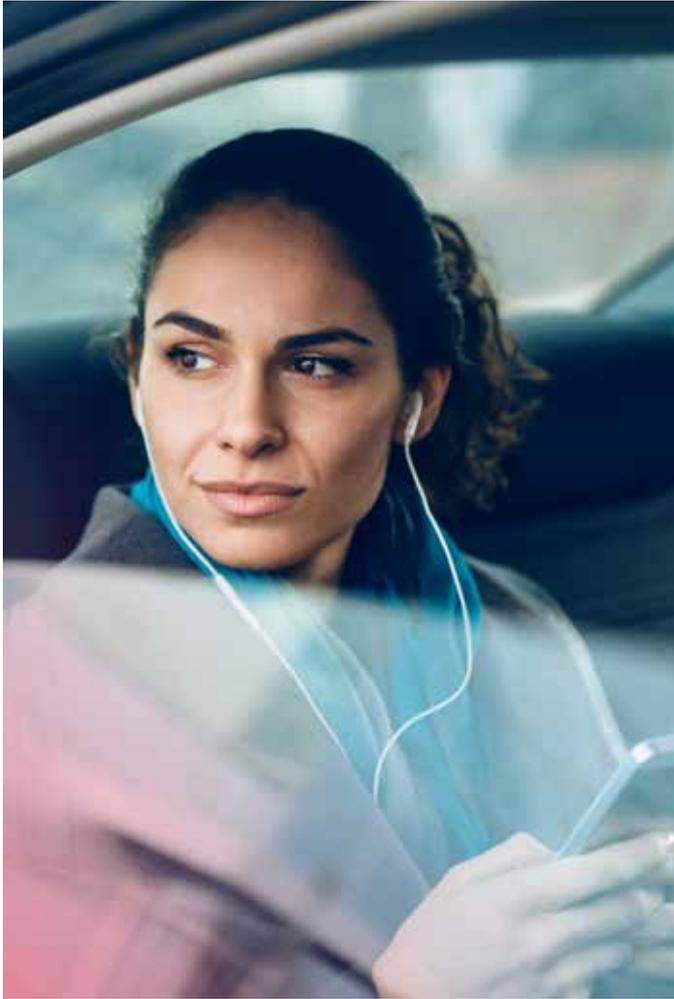
**Issue:** The existing customer portal of a leading OEM was primarily a marketing communication channel targeted only at new car owners, with limited value-add and low usage rates.

**Solution:** We developed and implemented an integrated strategy for a highly personalized digital customer dialogue platform, including personal recommendations, waiting-phase updates and dealer integration.

**Benefit:** The customer portal is now the primary customer interaction platform for the brand and dealerships with new innovative functionalities, target group extension, significantly improved user experience, and an extensive release plan.



# THE WAY FORWARD



To keep up with the changing demands of customers, OEMs need to respond to a series of challenges. To reimagine the customer experience and achieve growth in the short and long term, leveraging technology in new ways is essential.

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/](http://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 10 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 200,000 team members in over 40 countries. The Group reported 2017 global revenues of EUR 12.8 billion. *People matter, results count.*

Learn more about us at

[www.capgemini.com/invent](http://www.capgemini.com/invent)

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