

# SMART MOBILITY CONNECT

**CUSTOMER ENGINE**

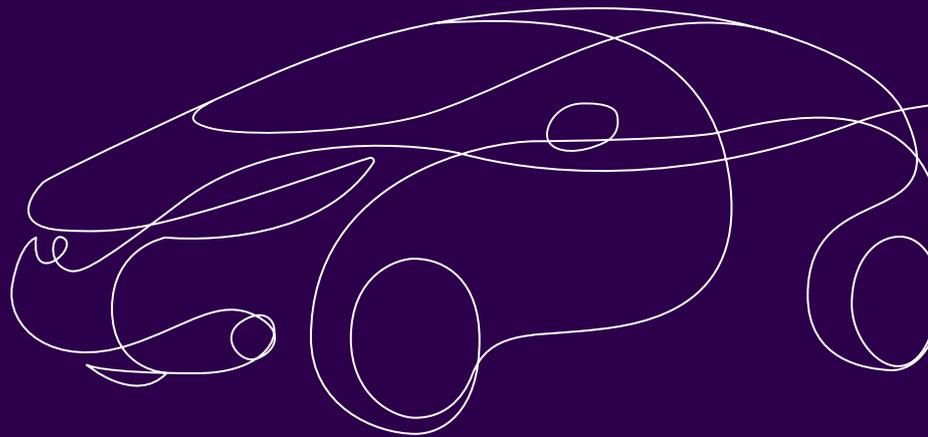
Charting the new mobility  
ecosystem of the future

# 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.**



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/)

## 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 are 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 resulting 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 which have been packaged for quick deployment: from pre-sales to after-sales and from campaign management to the management of digital services.
- **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 security.
- **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 context to maximize impact.

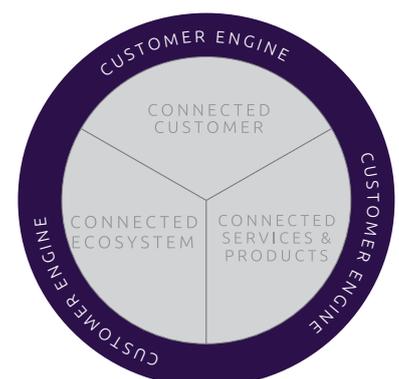
- **Rich set of AI enablers:** The Customer Engine allows the use of AI enablers such as model libraries by advanced AI users, and AI platforms by citizen data scientists to guarantee adaptability to specific needs.
- **Delivery models:** We deploy a delivery model to support flexible data monetization 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/](http://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/](http://www.capgemini.com/resources/the-disconnected-customer-what-digital-customer-experience-leaders-teach-us-about/)*

The following two examples illustrate key areas where we provide in-depth support to OEMs and other automotive businesses.

## FUNCTION STORE

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, yet compliant cross-industry use cases.

### What we offer

We help OEMs to create value by prototyping, assembling and monetizing new 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. Intelligent analytics further provides OEMs and retailers with the most relevant reports for decision making.

### 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. Thanks to rapid prototyping and agile methods we can quickly show tangible results based on prototypes. We bring innovative solutions and ideas ranging from process automation to artificial intelligence. Our change management capability can support the implementation of new customer management platforms, to deliver sustainable results.

#### Client case study

**Situation:** The implementation of a wholesale CRM solution for the German market enabling a 360-degree view was one of the key pillars in the client's vision.

**Solution:** We introduced Salesforce Service Cloud with the third-party application Documill to provide an innovative solution for the customer service and partner center including document management. We set up Salesforce's Marketing, Sales and Community Cloud Solutions to establish best practice lead and campaign management.

**Benefit:** The client was able to provide a more consistent digital customer experience based on a 360-degree view of all relevant customer data. They also replaced an existing service center solution based on outdated technology.

# 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/](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.*

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

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