

Supporting automotive dealers in after-sales for connected cars

Capgemini optimizes the entire after-sales service model for a German automobile manufacturer

After-sales IT requests require expert support

In the era of digital transformation, automobile manufacturers have placed a strengthened focus on connected automobility and vehicles with an increasing number of digital touchpoints. Dealers, subsidiaries, and independent garages around the world manage a growing number of service requests for digitalized vehicles. With intense effort and the support of chatbots, users manage to independently resolve some of the requests. However, there are certain complex cases that can only be solved with the help of experts, who need to be on hand 24/7 with comprehensive knowledge of internal systems.

A reliable partner was required to address complex support requests in the scope of a productive working relationship. The partner needed to focus on customer satisfaction, have a thorough understanding of the processes in the BMW Group's after-sales department, and proactively contribute to the further optimization of the system.

Overview

Customer Name: BMW Group

Industry: Automotive

Location: Germany, Poland, China

Client Challenges:

Handling the high volume of IT requests relating to digitalized vehicles

Solution:

IT service desk for dealers, subsidiaries and independent garages

Results:

- 24/7 1st level support
- Support requests are solved upon initial contact
- Use of the most relevant communication channels
- Established interfaces facilitate provider management
- Increasing use of AI technology will further reduce number of support requests





Capgemini stands out with excellent track record

Capgemini was chosen as a trusted partner to implement and further enhance the BMW Group's ISPI Next support. A specialist team with several years of experience and a history of high-quality deliveries informed the selection process.

Building on an established partnership, Capgemini supported the successful transformation of the existing after-sales service by developing an application critical for managing the incoming IT requests. Dealers soon benefited from customized Capgemini service desks, available 24/7 in 14 different languages. The service desks provide support in the form of emails, phone calls, and remote sessions.

Decreased after-sales workload thanks to centralized processes

The successful transformation of the after-sales service process resulted in various business outcomes:

- **Problems are quickly resolved** thanks to the service desk's 24/7 availability and use of the most relevant communication channels. The majority of customer requests are processed following initial contact
- **Increased customer satisfaction** among dealers, subsidiaries, and end users
- **Development of a downtime management process** makes it possible to proactively track downtimes before dealers report them
- **Simplified provider management** thanks to established interfaces
- **Clearly defined responsibilities and Knowledge Management** eliminate bottlenecks in dealer request processing.

Driving digital transformation together

The Capgemini service desk continues to successfully support dealers, subsidiaries, and independent garages when processing IT requests. Capgemini looks forward to further opportunities to drive digital transformation through innovation, valuable added services, and effective process automation. Continuous improvement through AI technology, such as a chatbot function, will ensure that the service desk will receive even less requests in the future. Due to a higher level of automation, dealers will be able to solve more issues independently, leaving the support team to focus on more complex requests.

The collaborative approach

The Collaborative Business Experience™ is central to the Capgemini philosophy and a pillar of our service delivery.

The ISPI Next project relieves the workload of the after sales service and Capgemini's support has significantly contributed to further development. Close communication between teams enabled Capgemini to effectively deliver beyond the initial requirements and implement additional system optimization.

About Capgemini

A global leader in consulting, technology services and digital transformation, Capgemini 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.

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For more information on this project, please contact:

references.ce@capgemini.com

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