

CUSTOMER EXPERIENCE IN AUTOMOTIVE

AUTOMOTIVE MARKETING IN A FAST-CHANGING ENVIRONMENT



EPISODE 1: FACING THE NEW MARKETING COMPLEXITY – PLAN AND CONTROL THE MARKETING ECOSYSTEM

28TH JANUARY 2021

MANUEL TÖNZ & DR. CHRISTIAN VON THADEN


THE POWER TO KNOW.

in
cooperation
with

Batten & Company
Marketing & Sales Consultants



EPISODE 1

FACING THE NEW
MARKETING
COMPLEXITY –
PLAN AND
CONTROL THE
MARKETING
ECOSYSTEM

TODAY

EPISODE 2

SELLING CARS IN
THE NEW
NORMAL –
INDUSTRY AND
CUSTOMER
TRENDS

4TH MARCH

EPISODE 3

THE CONNECTED
CAR – HOW TO
CONTINUOUSLY
ENGAGE
CUSTOMERS

15TH APRIL

YOUR WEBINAR SPEAKERS



DR. CHRISTIAN VON THADEN

CEO, Batten & Company

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A GROWING PART OF OUR LIVE HAPPENS IN DIGITAL – AND SO DO DECISIONS



RETAIL



TOURISM



MOBILITY



**SPORTS &
ENTERTAINMENT**

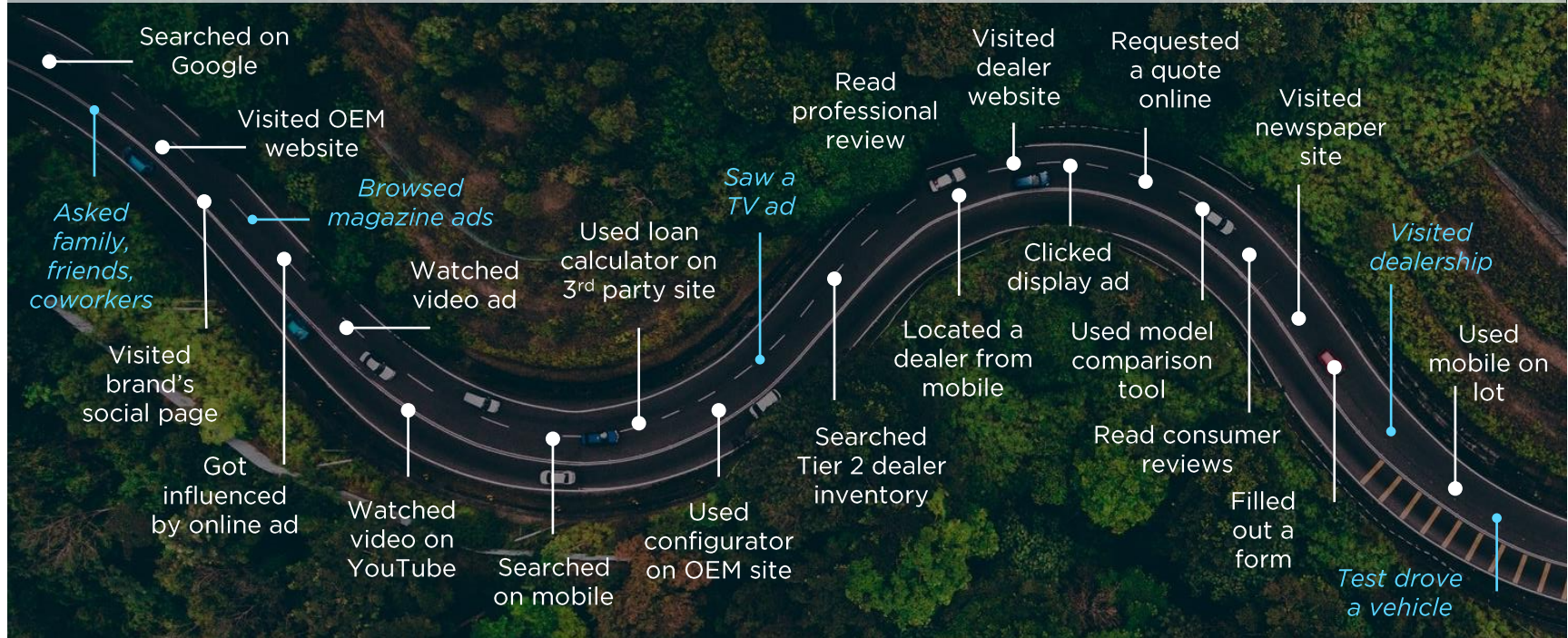


BUSINESS

**NO MATTER WHICH AREA –
CUSTOMER EXPERIENCE IS KEY TO LEAD OUR DECISIONS**

THIS DEVELOPMENT DOES NOT STOP AT THE AUTOMOTIVE INDUSTRY

OUT OF AN AVERAGE OF 24 TOUCHPOINTS, 19 ARE DIGITAL



HYPOTHESES ON CUSTOMER EXPERIENCE IN THE AUTOMOTIVE INDUSTRY

FOCUS ON DIRECT SALES

Direct Sales will be a substantial sales channel – CX in Pre-Sales needs “Amazon” standard

NEW ROLE OF DEALERS

Automobile dealership will still be involved in the process but differently – Early involvement of dealers necessary

CUSTOMER CONTACT

Manufacturers get in direct contact to customers through the car – New relevance for an intelligent CRM

“NEW” AFTERSALES

New Business Models in Aftersales as a substantial CX- and business factor

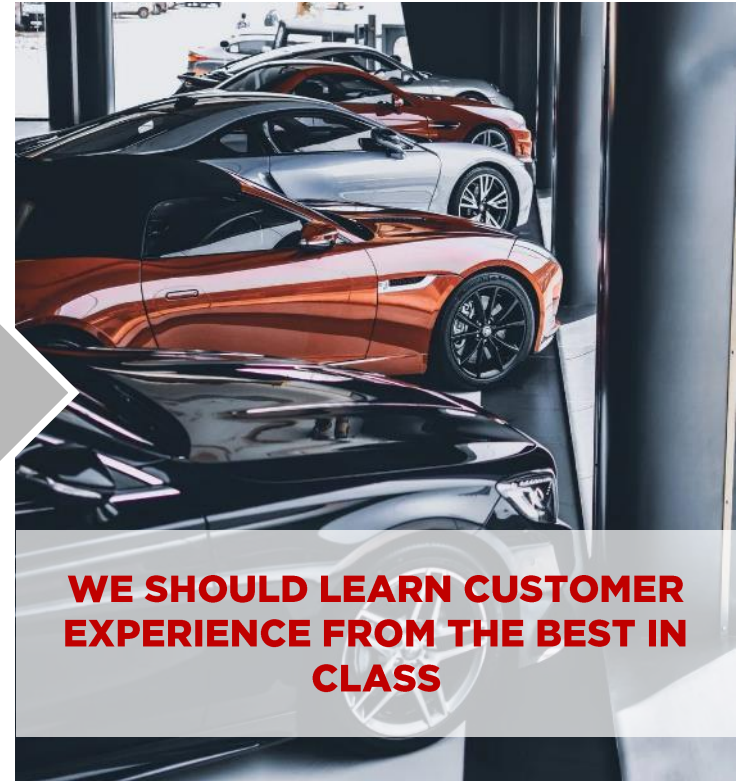
IN-CAR COMMUNICATION

Essential parts of CX take place inside the car – Product development considerably shapes CX

NEW BUSINESS MODELS

“Sharing” might become an option/expectation for customers and should be established as part of in CX

A COUPLE OF COMPANIES SHAPE OUR DAILY LIFE AND DEFINE EXPECTATIONS ...




**WE SHOULD LEARN CUSTOMER
EXPERIENCE FROM THE BEST IN
CLASS**

... ON THE NUMEROUS FACETS OF CUSTOMER EXPERIENCE



MANAGING CUSTOMER EXPERIENCE = MANAGING COMPLEXITY

5 ESSENTIALS TO DEAL WITH HIGH STANDARDS AND COMPLEXITY



A sound **PLAN**



The right **PEOPLE**



A new way of
COLLABORATION



Attributable **DATA**



An **OPERATING SYSTEM** that connects






1

A STRAIGHT-FORWARD PLAN WITH CLEAR PRIORITIES TO STREAMLINE ALL EFFORTS OF THE ECOSYSTEM TO THE SAME GOAL

SETTING THE FOUNDATION FOR CUSTOMER EXPERIENCE MANAGEMENT




I. ASSESS

-  Cross Industry View
-  Business Need Analysis
-  Maturity Assessment



DEFINE “YOUR”
GOLD STANDARD




II. DEFINE

-  Defining the Players & Playground
-  Rules of Play
-  Teams, Toys & Tools



VISIONARY
BLUEPRINT

III. OPERATE

-  Bring & Shape the Team
-  Start the Transition
-  Learn & Improve



DELIVER
GREAT WORK

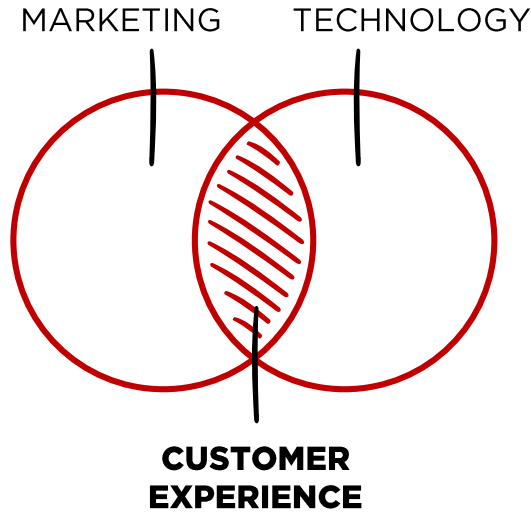
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**MOTIVATED AND
QUALIFIED
PEOPLE WHO ARE
ABLE AND
WILLING TO MAKE
THE ASPIRED
EXPERIENCE
TANGIBLE**

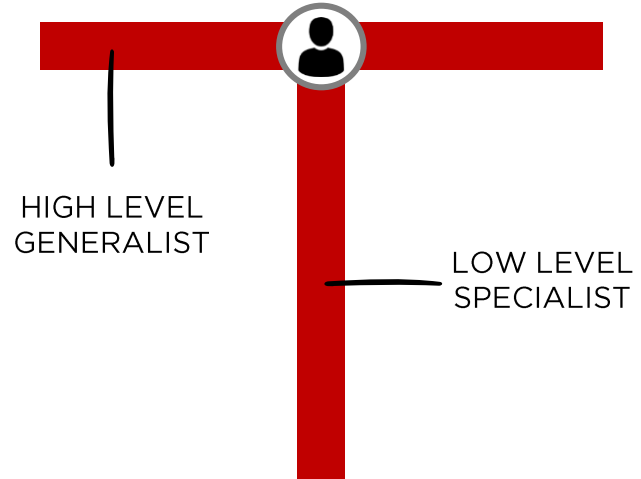


EMPLOYING SPECIALIZED PEOPLE WHO STILL SPEAK THE SAME “LANGUAGE”

A MULTI-DISCIPLINARY TASK...



... NEEDS T-SHAPED SKILLS MORE THAN ANY OTHER



3

**NEW WAYS OF
COLLABORATION
OUTWEIGHING
THE BORDERS
BETWEEN
INTERNAL AND
EXTERNAL DOING**

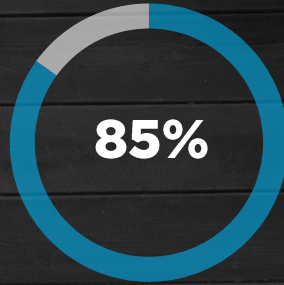


MANY PARTNERSHIPS FAIL DUE TO POOR PROCESSES AND MISALIGNMENT

MAIN REASONS FOR CHANGING PARTNERSHIPS



**Poor process and
project management**



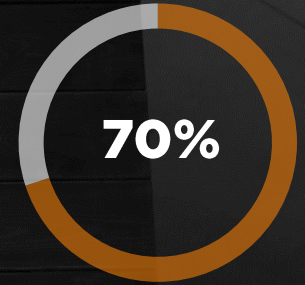
**Constantly
changing team**



**Poor digital
understanding**



**Poor consulting
quality**



**Poor
strategy**

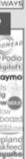
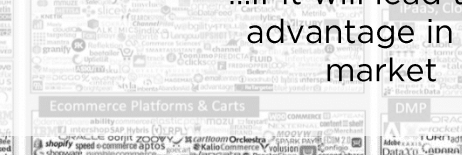
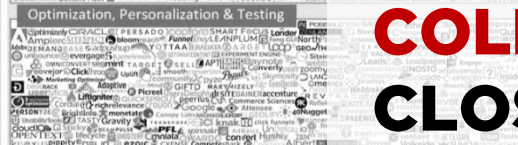
Content & Experience

Social & Relationships

Commerce & Sales

Data

Management



CUSTOMER EXPERIENCE TODAY REQUIRES A **HYBRID** **COLLABORATION MODEL** WITH A CLOSE-UP VIEW ON EACH TASK

OUTSOURCING <— | —> **INTEGRATION**


...if the organization
is not mature
enough for the task

...if it will lead to an
advantage in the
market



4

**DATA TO MAKE
THE EXPERIENCE
CUSTOMER
CENTRIC**



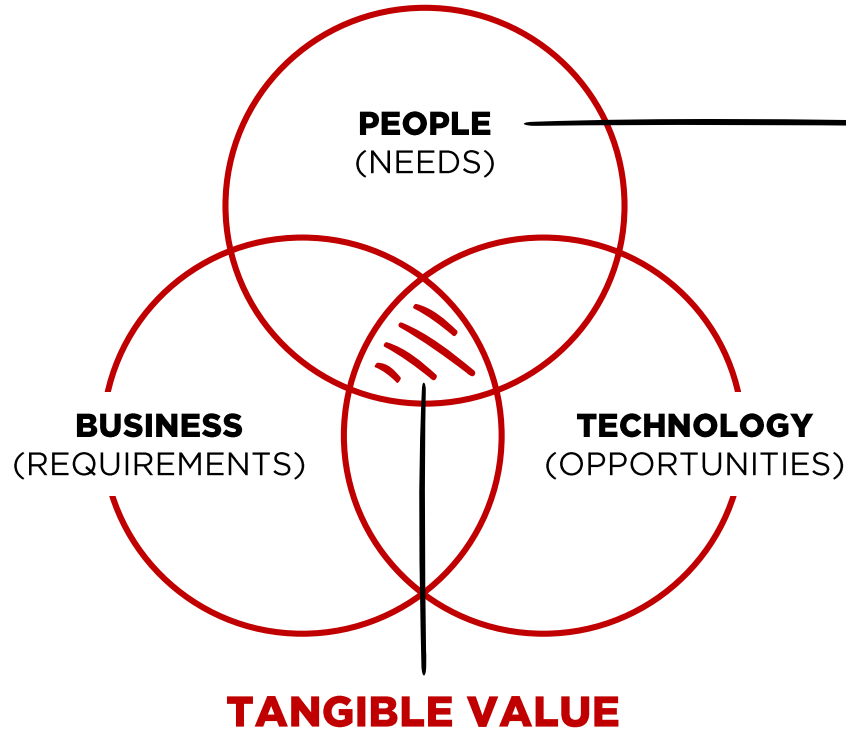
“Get closer than ever to your customers. So close that you tell them what they need well before they realize it themselves.”

Steve Jobs, Founder of Apple

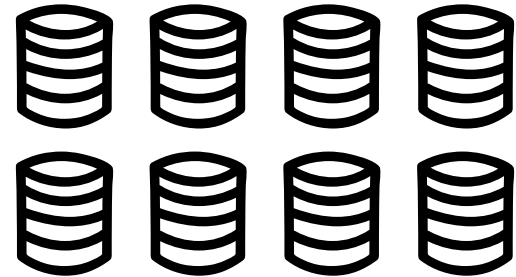
“We see our customers as invited guests to a party, and we are the hosts. It’s our job every day to make every important aspect of the customer experience a little bit better.”

Jeff Bezos, CEO Amazon

A CUSTOMER CENTRIC EXPERIENCE IS BASED ON MORE THAN A GUT FEEL



CUSTOMER CENTRICITY requires collecting, analyzing and translating enormous amounts of data into strategies and actions





5

**AN OPERATING
SYSTEM TO TIE
ALL PARTS
TOGETHER AND
MAKE THEM
MANAGEABLE**

MAKING COMPLEXITY MANAGEABLE THROUGH A SUPPORTING SYSTEM

**MANAGEMENT
OF A MASSIVE
NUMBER OF ...**



TOUCHPOINTS



ASSETS & ACTIONS



CUSTOMER
RELATIONSHIPS



MARKETS



DATA SETS



PEOPLE & SKILLS



PARTNERSHIPS



**... MATCHED IN BILLIONS
OF DIFFERENT
COMBINATIONS TO
ACHIEVE THE BEST
CUSTOMER EXPERIENCE
WITH THE USE OF
TECHNOLOGY**

THANK YOU FOR YOUR INTEREST!



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LOOKING FORWARD TO MEETING YOU ON 4TH MARCH FOR OUR NEXT EPISODE

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