

CUSTOMER EXPERIENCE IN AUTOMOTIVE

AUTOMOTIVE MARKETING IN A FAST-CHANGING ENVIRONMENT



EPISODE 2: SELLING CARS IN THE NEW NORMAL - INDUSTRY AND CUSTOMER TRENDS

4TH MARCH 2021

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in
cooperation
with

Batten & Company
Marketing & Sales Consultants

MAJOR **CROSS INDUSTRY TRENDS** IN CUSTOMER EXPERIENCE (1/2)



PERSONALIZATION // MASS-PRECISION

Technology behind personalization is evolving rapidly, opening up new opportunities for customer approach, communication and customer care



DATA AND LIVE ANALYTICS

The opportunities of live analytics are improving continuously, allowing for an adjustment of online touchpoints (nearly) in real time



PLATFORM-ECONOMY // ECOSYSTEMS

The future of the industry (also) lies in a platform economy – the online presence might be the central entry point into this world.



OMNICHANNEL EXPERIENCE

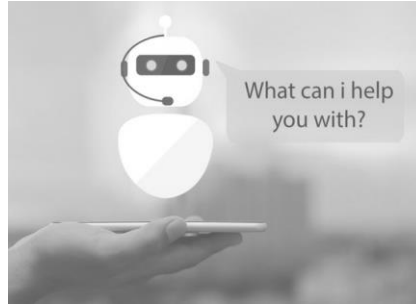
Especially for automobile manufacturers with local dealership the linkage is crucial – How can online and offline be combined ideally?

MAJOR CROSS INDUSTRY TRENDS IN CUSTOMER EXPERIENCE (2/2)



ZERO-SCREEN COMMUNICATION

„Voice“ leads to a new, reduced way of customer communication that is challenging especially for marketing.



AI NORMALITY // BOT COMMUNICATION

Customers are getting more and more used to „self service“ – this leads to a relief for employees from routine to differentiating requests.



NEW PARTNERSHIPS

Players from neighboring Industries turn more and more from competitors to partners. An intelligent integration into the online presence adds value for both parties.



LIQUID EXPECTATIONS

Customer expectations of the experience go beyond industry borders, placing digital players into direct competition to traditional companies – independently from the industry.

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

CUSTOMER CONTACT

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

IN-CAR COMMUNICATION

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

SUSTAINABILITY

With growing eco-consciousness customers look far beyond the phase of ownership to evaluate their experience

NEW BUSINESS MODELS

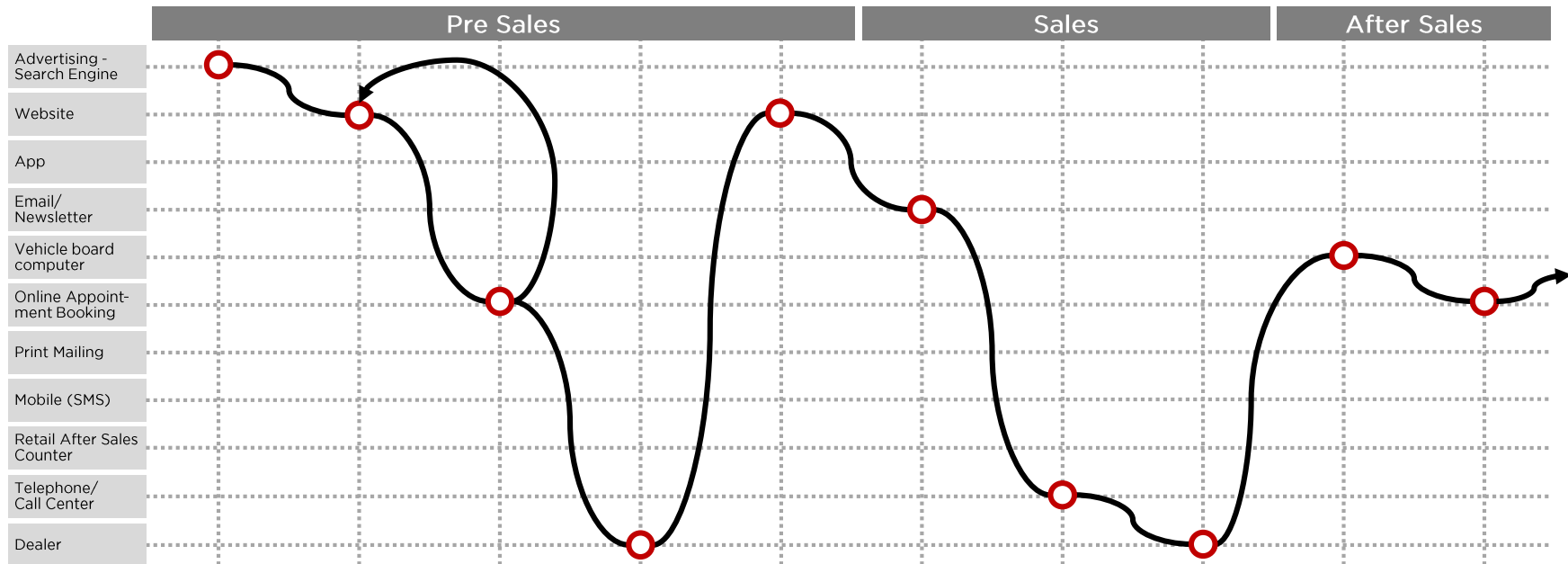
“Sharing” might become an option/expectation for customers and should be established as part of in CX

THE CONNECTED CAR

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

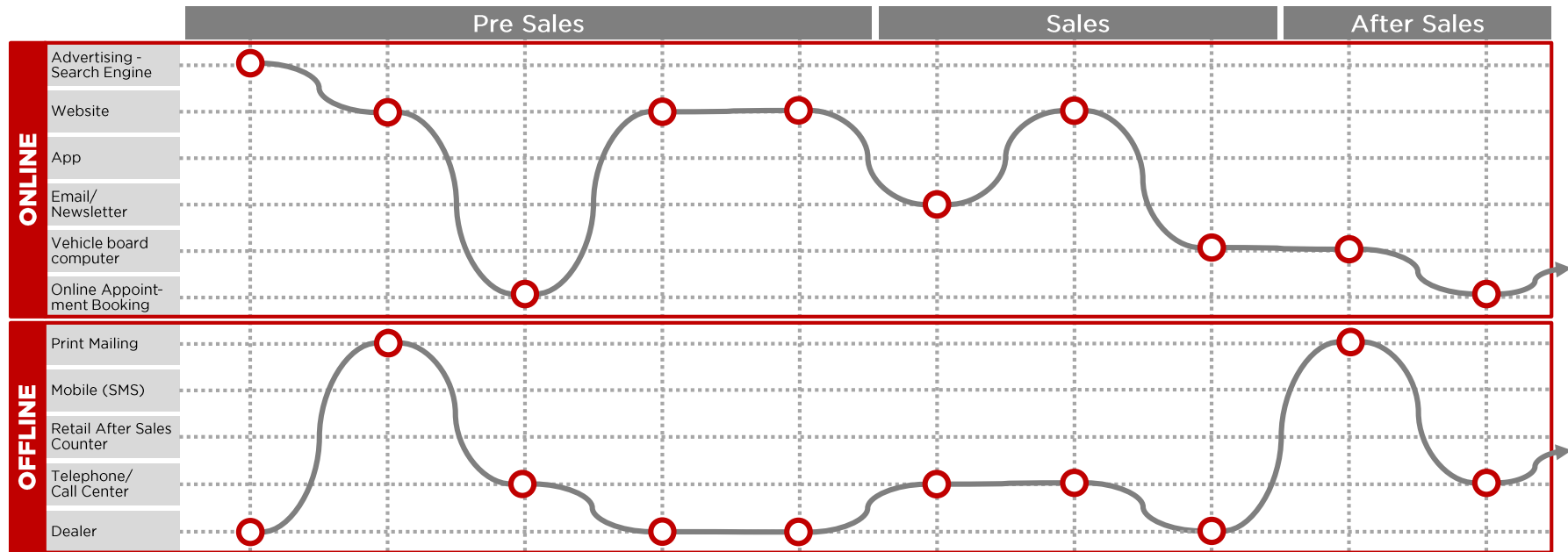
Outlook

FOCUS ON DIRECT SALES: THE HYBRID AND UNPREDICTABLE CUSTOMER



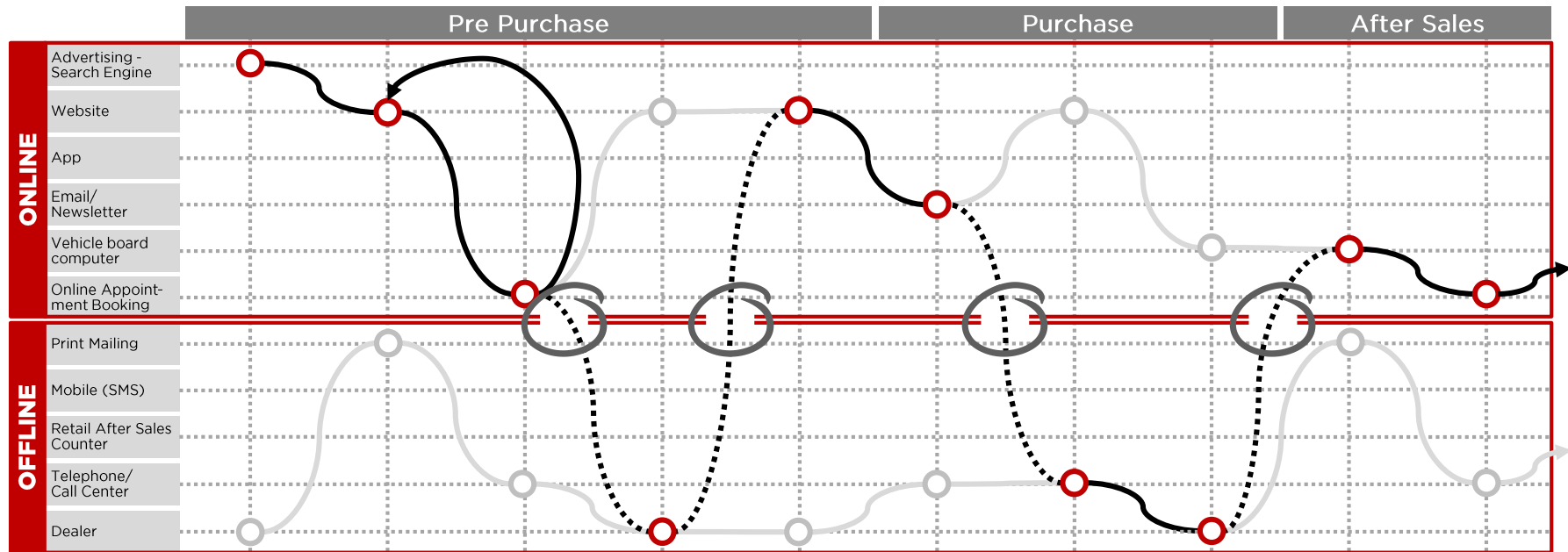
**THE NUMBER OF INDIVIDUAL JOURNEYS SEEM ENDLESS AND UNPREDICTABLE,
THE ASPIRATION OF “ONLINE/OFFLINE SEAMLESSNESS” OVERAMBITIOUS**

FOCUS ON DIRECT SALES: CREATING AN ONLINE AND OFFLINE JOURNEY



THESIS: BOTH ONLINE AND OFFLINE JOURNEY SHOULD BE AT THE SAME EXPERIENCE LEVEL - IT SHOULD WORK ONLINE ONLY AND OFFLINE ONLY

FOCUS ON DIRECT SALES: CREATING AN ONLINE AND OFFLINE JOURNEY



THESIS: THERE ARE ONLY A FEW POINTS IN THE JOURNEY AT WHICH IT IS REALLY CRUCIAL TO LINK ONLINE AND OFFLINE

CUSTOMER CONTACT - NOT ONLY OPPORTUNITY, BUT ALSO **OBLIGATION**



NEW ROLE OF IN-CAR COMMUNICATION

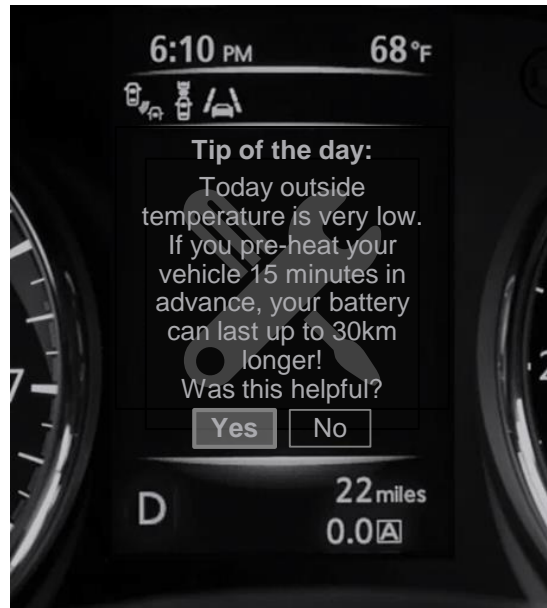
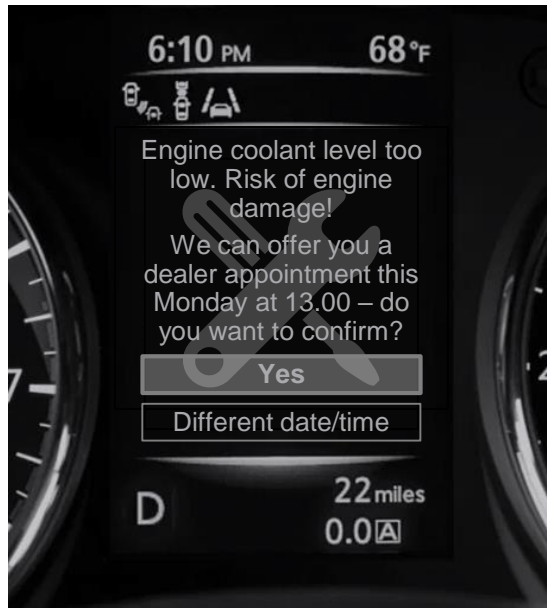
YESTERDAY




TODAY



TOMORROW





Jointly with our suppliers we head against this [sustainability flaws within the value chain] consequently and successfully, to fulfill our claim:
The 'greenest' electric car comes from BMW.

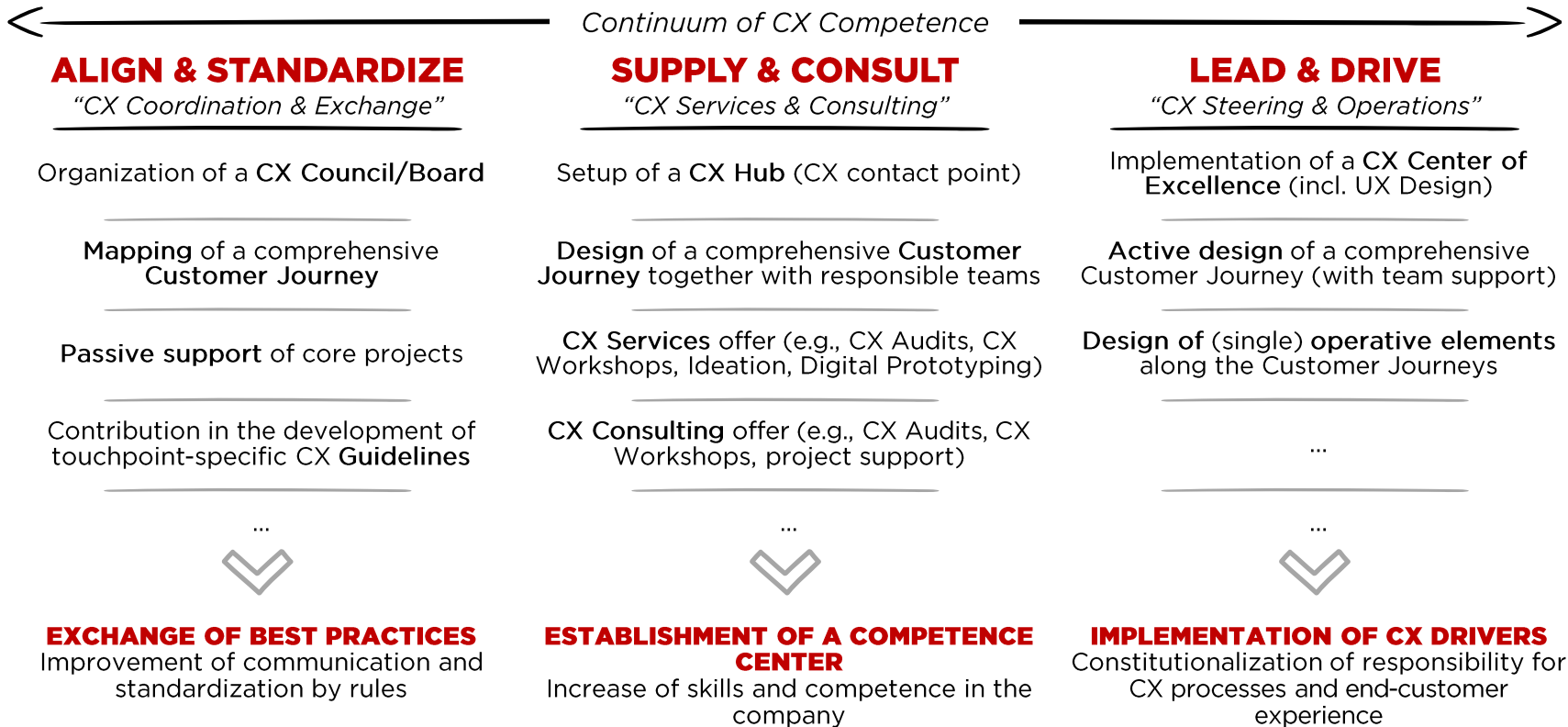
Oliver Zipse, BMW Group CEO

SUSTAINABILITY: BROADENING THE CUSTOMER JOURNEY

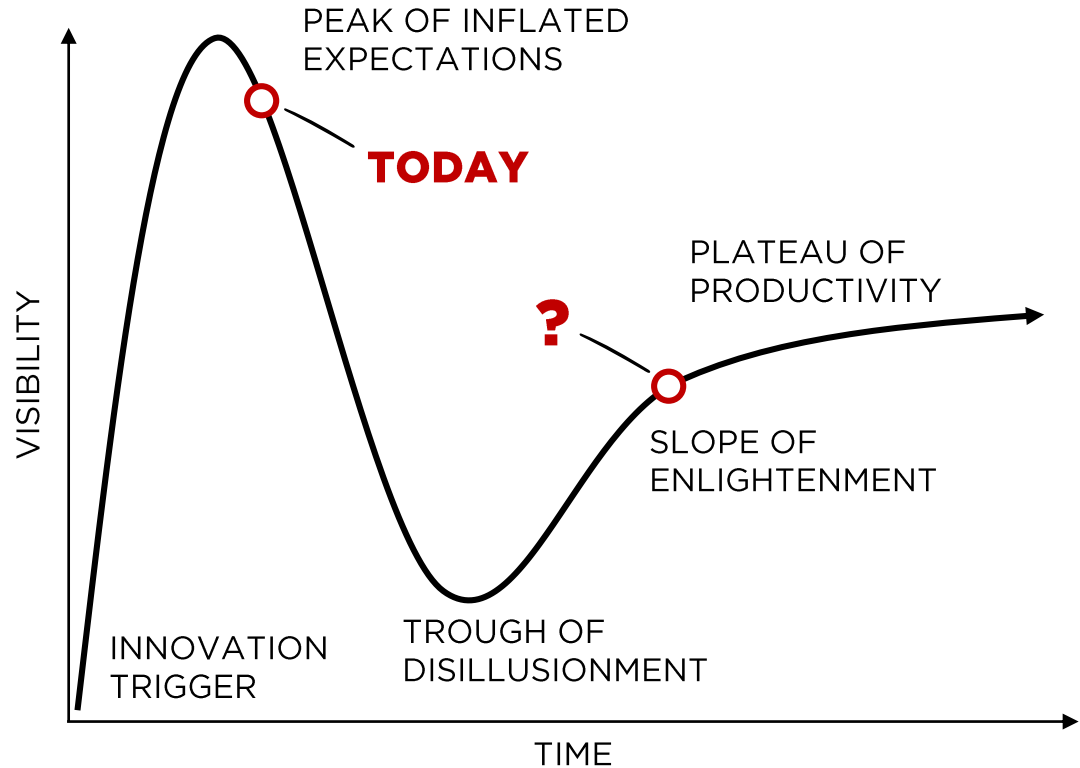


**MAJOR CHALLENGE FOR THE FUTURE:
MAKING THE SUSTAINABLE VALUE CHAIN TANGIBLE FOR CUSTOMERS**

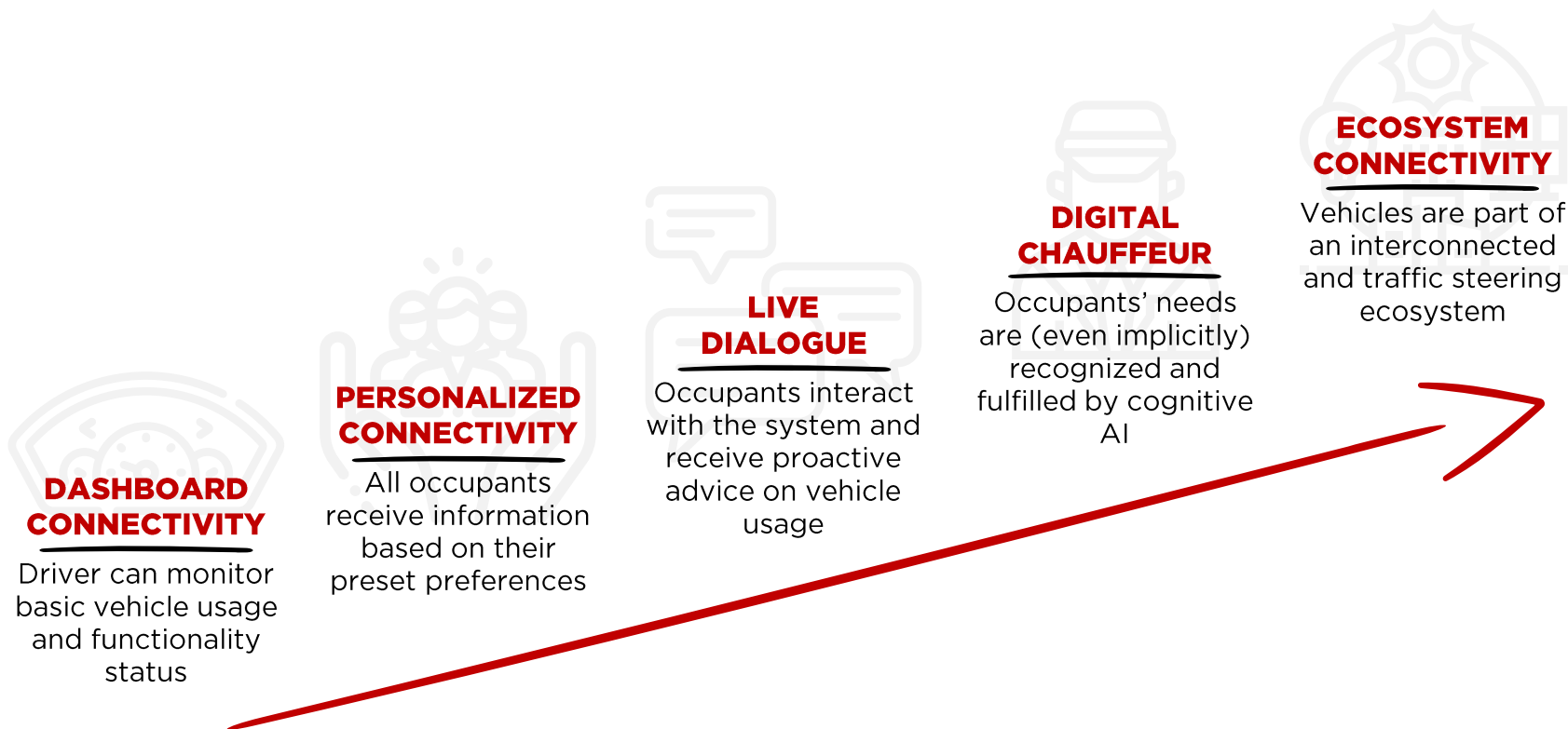
RESPONSIBILITY FOR THE VALUE CHAIN REQUIRES DEFINITION OF CX AMBITIONS



NEW BUSINESS MODELS



OUTLOOK: THE CONNECTED CAR



RELEVANCE FOR CX

- 1** Smart definition of the scope – It must be more than „User Experience“ but still needs „borders“
- 2** New perspectives on customer relationship – purchase of a car is where communication begins
- 3** Do not be afraid of the “hybrid” customer – In terms of concept you should think of both streams (online + offline) separately
- 4** Focus the omnichannel experience on the essential “switches” between online and offline – do not try to connect every touchpoint with one another
- 5** All this will not work without IT systems – but before you can approach IT you need to be clear on 1-4

YOUR WEBINAR SPEAKERS



MIKE TURNER

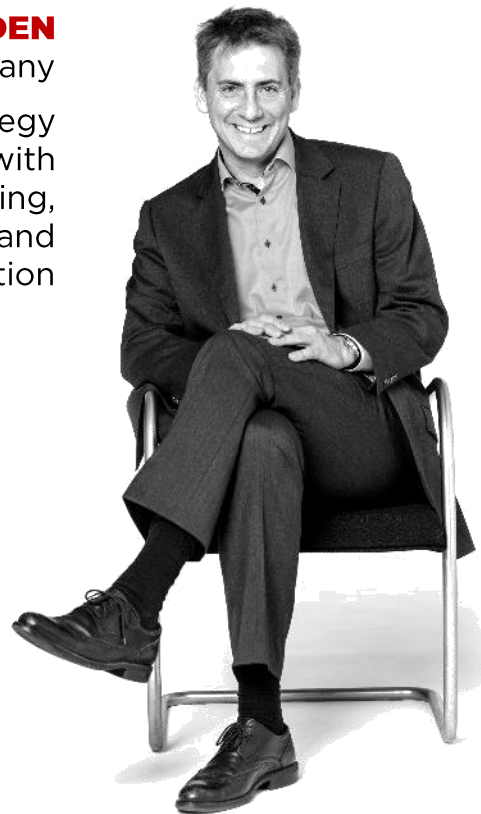
Principal Business Advisor
Customer Intelligence, SAS

Over 25 years of experience in the field of customer intelligence including consulting of several automotive brands on their customer intelligence strategies

DR. CHRISTIAN VON THADEN

CEO, Batten & Company

Over 20 years of strategy consulting experience with focus on strategic marketing, digital transformation and marketing automation



EPISODE 1

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

28TH JANUARY

EPISODE 2

SELLING CARS IN
THE NEW
NORMAL –
INDUSTRY AND
CUSTOMER
TRENDS

TODAY

EPISODE 3

THE CONNECTED
CAR – HOW TO
CONTINUOUSLY
ENGAGE
CUSTOMERS

15TH APRIL