# IN AUTOMOTIVE

**AUTOMOTIVE MARKETING IN** A FAST-CHANGING **ENVIRONMENT** 

**EPISODE 2: SELLING CARS IN THE NEW NORMAL - INDUSTRY AND CUSTOMER TRENDS** 4<sup>TH</sup> MARCH 2021 **MIKE TURNER & DR. CHRISTIAN VON THADEN** 



Company

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



PERSONALIZATION // MASS-PRECISION

#### DATA AND LIVE ANALYTICS

#### PLATFORM-ECONOMY // ECOSYSTEMS

OMNICHANNEL EXPERIENCE

Technology behind personalization is evolving rapidly, opening up new opportunities for customer approach, communication and customer care The opportunities of live analytics are improving continuously, allowing for an adjustment of online touchpoints (nearly) in real time The future of the industry (also) lies in a platform economy – the online presence might be the central entry point into this world. 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

#### AI NORMALITY // BOT COMMUNICATION

#### **NEW PARTNERSHIPS**

#### LIQUID EXPECTATIONS

"Voice" leads to a new, reduced way of customer communication that is challenging especially for marketing. Customers are getting more and more used to "self service" – this leads to a relief for employees from rountine to differentiating requests. Players from neighboring Industries turn more and more from competitors to partners. An intelligent integration into the online presence adds value for both parties.

#### 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**

N-FE

Direct Sales will be a substantial sales channel -CX in Pre-Sales needs "Amazon" standard Manufacturers get in direct contact to customers through the car – New relevance for an intelligent CRM

**CUSTOMER CONTACT** 

#### **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**

AT A

"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

# FOCUS ON DIRECT SALES: THE HYBRID AND UNPREDICTABLE CUSTOMER

	Pre Sales	Sales	After Sales
Advertising - Search Engine	<b>•</b>		
Website			
Арр			
Email/ Newsletter			
Vehicle board computer			
Online Appoint- ment Booking			
Print Mailing			
Mobile (SMS)			
Retail After Sales Counter			
Telephone/ Call Center			
Dealer	·····	·····	

### 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**





Oliver Zipse, BMW Group CEO

# SUSTAINABILTY: 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**

### **ALIGN & STANDARDIZE**

"CX Coordination & Exchange"

Organization of a CX Council/Board

Mapping of a comprehensive Customer Journey

Passive support of core projects

Contribution in the development of touchpoint-specific CX Guidelines

Continuum of CX Competence

#### **SUPPLY & CONSULT**

"CX Services & Consulting"

Setup of a CX Hub (CX contact point)

Design of a comprehensive Customer Journey together with responsible teams

**CX Services** offer (e.g., CX Audits, CX Workshops, Ideation, Digital Prototyping)

CX Consulting offer (e.g., CX Audits, CX Workshops, project support)

#### **LEAD & DRIVE**

"CX Steering & Operations"

Implementation of a CX Center of Excellence (incl. UX Design)

Active design of a comprehensive Customer Journey (with team support)

Design of (single) operative elements along the Customer Journeys

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#### EXCHANGE OF BEST PRACTICES

Improvement of communication and standardization by rules

#### ESTABLISHMENT OF A COMPETENCE CENTER

Increase of skills and competence in the company

#### IMPLEMENTATION OF CX DRIVERS

Constitutionalization of responsibility for CX processes and end-customer experience

# **NEW BUSINESS MODELS**



# **OUTLOOK: THE CONNECTED CAR**

#### DASHBOARD CONNECTIVITY

Driver can monitor basic vehicle usage and functionality status

#### PERSONALIZED CONNECTIVITY

All occupants receive information based on their preset preferences

### LIVE DIALOGUE

Occupants interact with the system and receive proactive advice on vehicle usage

# DIGITAL

## CHAUFFEUR

Occupants' needs are (even implicitly) recognized and fulfilled by cognitive Al

## ECOSYSTEM CONNECTIVITY

Vehicles are part of an interconnected and traffic steering ecosystem



# **RELEVANCE FOR CX**

Smart definition of the scope - It must be more than "User Experience" but still needs "borders"

New perspectives on customer relationship – purchase of a car is where communication begins

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Do not be afraid of the "hybrid" customer – In terms of concept you should think of both streams (online + offline) separately

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

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# YOUR WEBINAR SPEAKERS



#### **DR. CHRISTIAN VON THADEN**

CEO, Batten & Company

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

#### **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



## **EPISODE 1**

## **EPISODE 2**

## **EPISODE 3**

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

SELLING CARS IN THE NEW NORMAL -INDUSTRY AND CUSTOMER TRENDS THE CONNECTED CAR - HOW TO CONTINUOUSLY ENGAGE CUSTOMERS

28<sup>TH</sup> JANUARY

TODAY

15<sup>TH</sup> APRIL