

# CUSTOMER EXPERIENCE IN AUTOMOTIVE

## AUTOMOTIVE MARKETING IN A FAST-CHANGING ENVIRONMENT



EPISODE 3: THE CONNECTED CAR – HOW TO CONTINUOUSLY ENGAGE CUSTOMERS

15<sup>TH</sup> APRIL 2021

MIKE TURNER & DR. CHRISTIAN VON THADEN

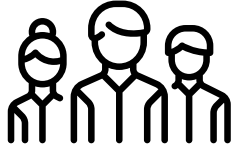
ANDY GRAHAM & JONATHAN HEWETT

  
THE POWER TO KNOW.

in  
cooperation  
with

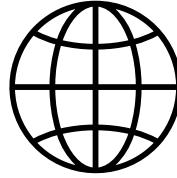
**Batten & Company**  
Marketing & Sales Consultants

# CONNECTIVITY HAS NUMEROUS FACETS



## INFOTAINMENT

*CONNECTS TO  
DRIVER/PASSENGERS*



## VEHICLE2EVERYTHING

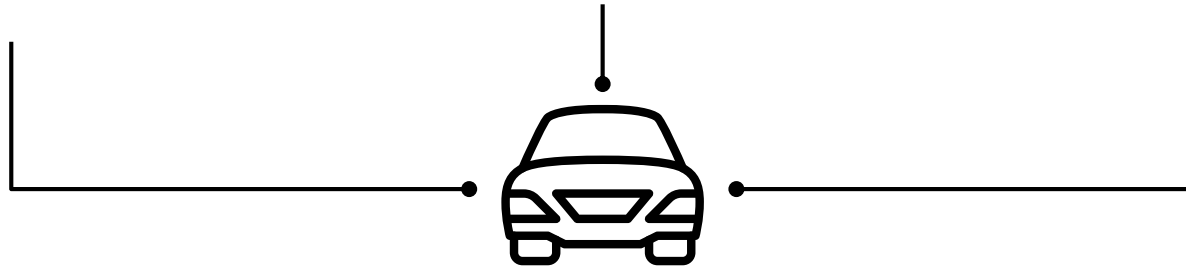
*CONNECTS TO  
ENVIRONMENT*



Enabler of V2E

## TELEMATICS

*CONNECTS TO  
CLOUD*





# INFOTAINMENT



Enhanced audio and audiovisual **ENTERTAINMENT** for passengers



Autonomous retrieval of **CAR STATUS & MAINTENANCE** demand by the driver



Hands-free communication via **HEADS-UP DISPLAY** or **VOICE CONTROL**

...





# VEHICLE2EVERYTHING



E.g. enabling automated driving, supporting congestion and safety or improving charging and parking experience through **VEHICLE2INFRASTRUCTURE** connection



Enhancing transport safety through **VEHICLE2VEHICLE** communication



Integration of electric cars into the domestic power grid via **VEHICLE2HOME** connection

...



**1** CX is a broad topic – where do you see the **greatest benefits for customers** from car connectivity?

**2** Today's CX role models are **companies with a digital origin**, such as Amazon, Apple or Instagram – Do you believe, that automotive manufacturers can develop a **Customer Experience at a comparable level**?

**3** From your perspective, who is the **biggest threat** for “classic” **automotive manufacturers** – i.e. Tesla, Google, Apple, or an alliance of diverse companies?

**4** Do you think there will still be a **market for non-connected cars** in the future? Is a bisection of the market likely?



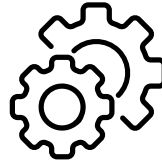


# OPPORTUNITIES BRING VULNERABILITY



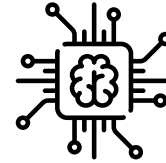
**PRIVACY & SECURITY  
VIOLATION**

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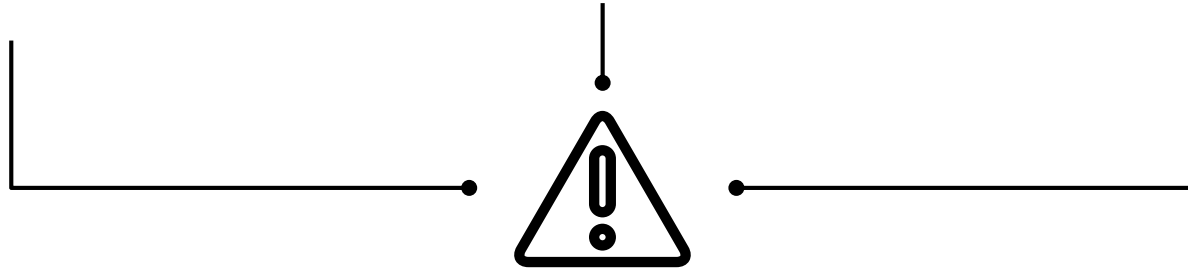
**OPERATIONAL  
INTERVENTION**

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**FLAWS IN DRIVING  
SUPPORT/-AUTONOMY**

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# PRIVACY & SECURITY VIOLATION



**EXPOSITION OR THEFT OF DATA** from the system



**INFECTION** of car computer(s) with **MALWARE**



**FRAUDULENT TRANSACTIONS** with connected service accounts





# OPERATIONAL INTERVENTION



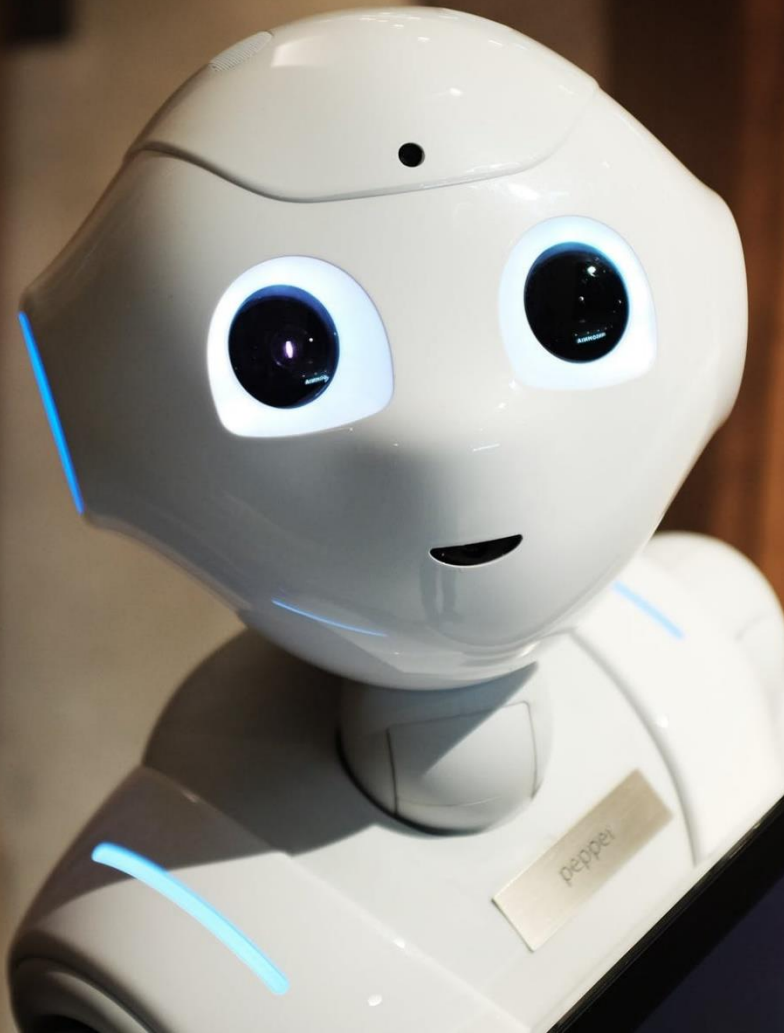
## **SAFETY-RELATED**

Brake, steering, engine functionality, etc.



## **NOT SAFETY-RELATED**

Radio, A/C, GPS, etc.



# FLAWS IN DRIVING SUPPORT/-AUTONOMY



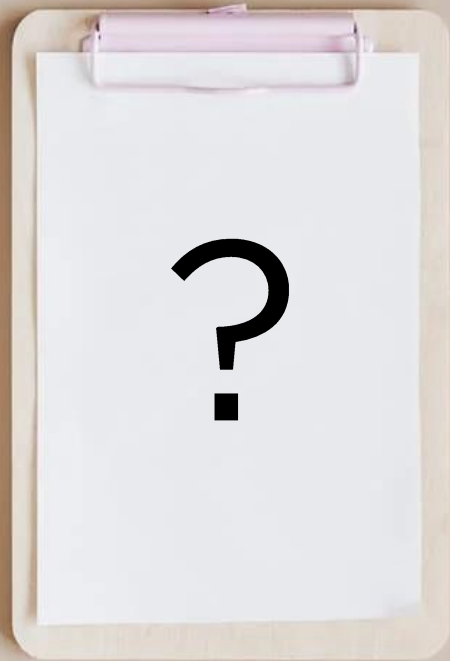
**SECURITY CONCERNS OR  
LACK OF TRUST**



**LEGAL ISSUES**



**ETHICAL CONCERNS**



- 1** Which of these risks do you **consider justified**, which are exaggerated or even scare mongering?
- 2** How do we solve for the risks associated with **mass consumer adoption** of connected vehicle services? Do you see **differences** across **consumer segments**?
- 3** Do you think that people **associate more security and trust** with an **automotive manufacturer** than with a digital company?
- 4** Which of all these things is the **biggest obstacle** for automotive manufacturers?

# YOUR SPEAKERS TODAY



## **MIKE TURNER**

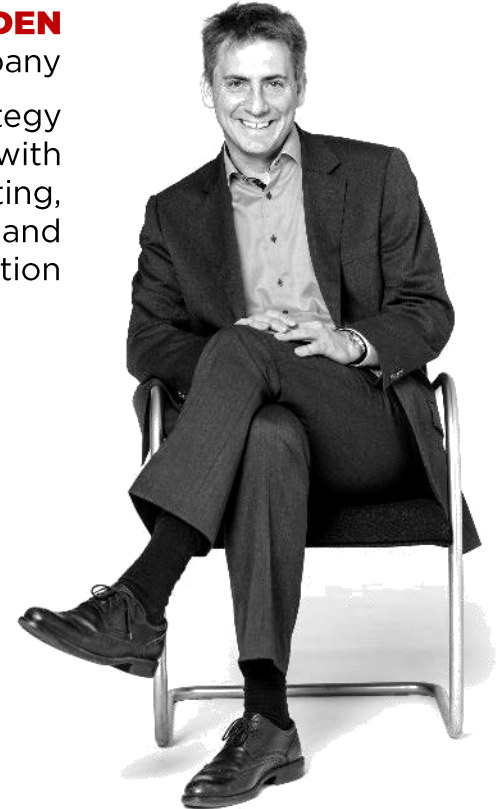
Principal Business Advisor  
Customer Intelligence, SAS

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





# YOUR SPEAKERS TODAY



## **JONATHAN HEWETT**

CEO, Thatcham Research

Expert in research and testing  
across assisted, automated,  
connected and electrification  
technologies to support  
insurance, repair and vehicle  
maker segments

## **ANDY GRAHAM**

Managing Director,  
White Willow Consulting

Longstanding experience  
working on connecting vehicles  
and infrastructure, chair of the  
ITS-UK Connected and  
Autonomous vehicles forum and  
developer of the UK's oldest  
connected vehicle



## EPISODE 1

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

28<sup>TH</sup> JANUARY

## EPISODE 2

SELLING CARS IN  
THE NEW NORMAL  
- INDUSTRY AND  
CUSTOMER  
TRENDS

4<sup>TH</sup> MARCH

## EPISODE 3

THE CONNECTED  
CAR - HOW TO  
CONTINUOUSLY  
ENGAGE  
CUSTOMERS

TODAY