



Automotive Engagement Platform (AEP)

The Automotive Engagement Platform leverages Deloitte's industry experience in automotive Salesforce driven transformations, focusing on improving customer engagement, the dealer experience and the OEM steering along customers end-to-end journeys.

This pre-built vertical solution combines both worlds, Deloitte's cross-industry expertise and Salesforce technology, to drive digital transformation and deliver a great experience to customers.

FEATURES

Marketing automation

Omnichannel Campaign definition, creation, execution & end to end monitoring, leveraging on segmentation criteria & customer journeys (from brand awareness, to maintenance plan reminders) built on global experiences in the Automotive sector.

Sales

Cross-channel automatic **lead generation, qualification, scoring & assignment** to key stakeholder to start a customized and exceptional purchase experience both offline and online. Dealer opportunity management considering car configurations, quotes, financing options and contracts.

After Sales

Multichannel automatic complaint & service request creation & improved assignment criteria based on chatbot & AI for a better case & service management and a higher customer satisfaction (including activities such as upselling and cross selling).

Customer Portal

Customer autonomous management through the community simplifying several processes, requests & way of interaction with the entire OEM world from HQ to dealers. Sales and car delivery updates, case management, personal preferences and consent management.

Dealer Ecosystem

Enhanced **cooperation, information sharing** and **integration** with dealers to bring more and more value to the final customer, enabling a consistent and unique customer experience from distributed marketing to stock management.

Connected Car

Telematics management allowing customers to **remotely control** car and **interact** with the vehicle with exchanging information with OEM to constantly improve **customer experience** leveraging on data (i.e. plan a maintenance based on actual car kilometres).

BENEFITS



Leverage omnichannel interactions to increase customer satisfaction & provide personalized experiences



Improve awareness: bring new customers to dealers and engage existing clients



Improve dealer experience through an integrated dealer CRM



More Engagement with leads with the highest chance to close a deal leveraging on a 360° Customer view



Improve After-Sales Customer Service through digital channels



Continuous asset updates according to most relevant automotive market trends identified



Improve OEM and NSC monitoring on customer vehicles and opportunities information



More than 20 use cases available for demo purpose

For more information,
please contact:

Davide Turchetti
Equity Partner
Deloitte Consulting ITA
daturchetti@deloitte.it

Mario Panzeri
Partner
Deloitte Consulting ITA
mpanzeri@deloitte.it

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The Assets & Solutions Group (ASG) allows our network of member firms to offer assets and app-enabled services that are an extension of the Salesforce platform across key industry sectors and functional areas. This natural evolution in a long-standing, industry leading relationship with Salesforce is informed by the global experience of Deloitte Digital's Salesforce practice. We've built a wealth of technical prowess, strategic vision, and industry insights from our Salesforce implementations—all of which are designed to enable our network of member firms to offer you a faster time to value and reduced risk throughout your digital transformation journey. Learn more at www.deloitte.com/salesforce-asg.

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