



Automotive Engagement Platform (AEP)

The AEP brings to life our industry experience in automotive salesforce driven transformation, focusing on improving the customer engagement, the dealer experience & the OEM steering along customers end-to-end journeys

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



Improve awareness: bring new customers to dealers and engage exiting 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



Customers are able to finalize their purchase through digital channels without coming into contact with the dealer



Improve OEM and NSC monitoring on customer vehicles and opportunities information



More than **20** use cases available for demo purpose

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