The information and communication technology in the automotive industry is currently undergoing a paradigm shift towards digitalization. It is decisive for success to establish customer relationships while the customers’ requirements are constantly rising – today and in the future. Currently, approximately 50% of a dealership’s customers change their retailer after the guarantee period has expired. Studies and surveys have proven that improving customer contact and utilizing modern communication channels can retain at least 20% of those customers. An additional 18% revenue can be achieved by involving the customer more closely into the servicing process and service reception. The key to success for the car dealer is transparency in all aspects of customer management, in order to make the customers feel that they are being taken good care of. This is where the solution Customer Experience Management Automotive (CEM Automotive) is tying in – a digital and mobile platform that connects all relevant stakeholders. All necessary Sales & Aftersales (SAS) processes are provided as Software as a Service (SaaS) both in a portal and in a mobile environment: globally from the secure T-Systems cloud, directly and 24/7. In order to guarantee this, we focus especially on user, vehicle, and location-based services. Mobile and interactive.

CEM focuses on two pivotal contact points with the customer:

- Customer is interested in vehicle or buys vehicle (Sales) here, leads are generated, information is collected, etc.
- Servicing contact with the customer at the shop (Aftersales) here, direct customer contact is made at the vehicle.
THE PORTAL FOR THE CAR DEALER MARKET

CEM Automotive comprises various services on a web portal and in a mobile environment. These services are provided on the CRM-Automotive platform from the cloud.

CRM Automotive (Customer Relations Management) serves as the basic component of CEM Automotive, integrating systematic configuration and continuous administration of customer relationships. The three services provided include tools such as address management, task administration and calendar, and the generation of vehicles.

Showroom Proximity: This service creates an interactive showroom for customers. The car dealership receives transparent and personalized information about the visitors of the showroom area. Thus the possibility for interaction and information exchange arises; even outside the showroom’s opening hours and on the outdoor exhibition grounds of the dealership. The visitor can request a vehicle’s complete product data, choose to watch the vehicle in action on video, get further information on financing and leasing or schedule a test drive – via mobile device or directly on site. Using a mobile app, the showroom visitor can download vehicle information, pictures and videos directly to his smart phone. On the basis of the app use, the dealer can evaluate the tracked client responses to his products and initiate targeted follow-up actions. On the one hand, he can address the customer directly with personalized offers; on the other hand, he can link behavioral patterns identified in the analysis to social-media data. On the customer side, the vehicular experience is intensified by the use of advanced iBeacon technology which enables a vehicle to transmit information about itself directly to the customer’s smartphone.

Service Check: With the help of a tablet pc, the digital vehicle check-in is run directly at the vehicle. On location, customers are invited to interactively engage in the service process. The service consultant can complete the checklist and simultaneously record damages of the vehicle with the tablet pc’s camera. Instant, vehicle specific price and package information is available on the tablet pc to ensure an all-new customer experience. Selected options are immediately saved in the respective dealer management system. This saves time and prevents duplicate data sets.

Service Tracking: With Service Tracking, the precise location of a vehicle is known all the time. Customer vehicles in the service process and pool vehicles on the dealer’s premises are now easier to track and find. The dealer is able to see the current status and service stage of the vehicle at any time. Customers can be informed directly when the vehicle is ready for pick up.

ADVANTAGES FOR THE DEALER:

- Maximum transparency: The location of the vehicle can be tracked during the whole service process and enables a timely pick up of the vehicle.
- Lead generation: Lead generation: Even outside the showroom’s opening hours, the dealer is able to identify the individual customer interested in a particular vehicle. Subsequently, he can send special and individual offerings or schedule a test drive.
- Improved service process: Customers are interactively involved in the service process. Service appointments can be scheduled online and from mobile devices. Damages on the vehicle can be documented comfortably. The customer will get instant information about prices and services offered and can chose which works shall be executed right away or at a later point in time.
- Time saving: Data are directly transferred from a mobile device to the dealer management system
- Integrative platform: CEM Automotive is a brand independent solution.
- Interactive experience: CEM Automotive offers a digital and mobile platform, incorporating all relevant stakeholders in the automotive environment.

HOW IT WORKS

The portal will be provided by T-Systems and is based securely in the cloud. After a one-time registration, the services on offer can be selected. On the basis of the CRM-Automotive component, the dealer can obtain further services like Showroom Proximity, Service Check or Service Tracking. Pricing is on a per user per month basis. No further IT or introductory costs will arise.

OUR SERVICES FOR YOU:

- Deployment from the T-Systems cloud without any installation effort, 24/7, anywhere in the world and for every end device
- Optional on-site introductory and process training for service consultants and service managers
- Continuous data saving
- Hosting in Germany
- Expert hotline