



AUDI LEADS THE FIELD WHEN IT COMES TO DELIVERING AN EXPERIENCE

Customer Experience Management for Audi Center Stuttgart

When it comes to digitization, the Audi Center in Stuttgart is a true pioneer. An excellent example is its launch of the Showroom Proximity module on the Customer Experience Management (CEM) platform from T-Systems. Thanks to Proximity, which made its debut at the center's Feuerbach site, visitors to the showroom receive detailed vehicle information on their smartphones when they install the free CEM app. They can also use the feature to request specific offerings. At the showroom, in the outdoor display space, or behind a window after closing times, the vehicles use small Bluetooth transmitters known as i-beacons to provide viewers with any information of interest to them. This takes some of the workload off staff, who love the feature's quick, straightforward introduction and how easy administration is via the cloud portal. Employees can use it to call up complete visitor profiles, carry out assessments, and provide their customers with tailored offers. Thanks to the scalable solution, Audi Center Stuttgart can fit as many vehicles as desired with this feature for innovative digital customer interaction, and they can also extend it to two further sites. CEM has a whole range of other modules – just as simple, just as effective – on offer if additional digital processes are required in the sale and after-sales phases.

AT A GLANCE

- Use of Showroom Proximity as part of the Customer Experience Management (CEM) cloud solution based on Salesforce
- Launch of the turnkey product in just a few days, starting at the Feuerbach site in Stuttgart
- Free CEM app for showroom visitors
- Information about the vehicles fitted with i-beacons is transferred directly from the cloud to visitors' smartphones
- Existing interface does away with need to record vehicle information twice
- Customer profiles saved to the T-Systems' secure cloud
- Administration, visualization, and evaluation via dashboard in the cloud
- Option of using customer interest to supply matching offers quickly
- Higher customer satisfaction thanks to greater transparency and more options for comparisons

THE REFERENCE IN DETAIL

THE CUSTOMER. Audi has thousands of fans worldwide thanks to customizable and sustainability-focused offerings in the field of premium mobility. Progress is its promise. The premium brand's mission statement builds on the core topics of urbanization, sustainability, and digitization, and these are issues of relevance at Audi Center Stuttgart as well. Three bases around the city – Feuerbach, Vaihingen, and Böblingen – employ a total of 360 people working to maximize customer satisfaction via quality, service, and precision. They are dedicated to meeting customers' needs, so every type of visitor gets the kind of information and services they want. It therefore comes as no surprise to learn that Audi Center Stuttgart, with its three bases, was named 2017's Audi Top Services Partner by AUDI AG: The bases' outstanding level of service and high quality standards were what the judges praised when selecting them for the award.

THE TASK. Audi Center Stuttgart has identified the opportunities that digitization offers for customizing services to make them an even better match for customers' interests. To start with, it picked out the digital customer experience in the showroom as a focal issue: It wants to impress customers by taking innovation and personalized interaction to the next level. At the same time, the service experts want to ease their customer agents' workloads at peak times. There was also a wish for greater transparency about customers' behavior and their interest in products, as this supports the aim of delivering tailored offerings. "Car buying by app as a cloud-based service" from T-Systems was just the thing the Audi Center was looking for. The new Showroom Proximity system has initially been installed at the display area in Feuerbach. The solution is part of the Customer Experience Management (CEM) cloud platform and is based on Salesforce, which T-Systems designed specifically for the automotive sector.

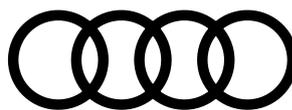
THE SOLUTION. Visitors to the Feuerbach showroom download the free CEM app to their smartphones from the Google Play store. They can now start a dialog with the vehicles on display, as these are fitted with small Bluetooth transmitters or i-beacons. Using the i-beacons' signals, the app on the mobile end device accesses the relevant vehicle information in the cloud. If a visitor approaches a vehicle, his or her smartphone is automatically supplied with texts, photos, or videos. Even outside opening hours, the i-beacons continue transmitting information to anyone at a showroom window or in the outdoor display area. Essentially, they turn the vehicle itself into a customer agent. Someone who wants a customized offering can supply their contact details via the app and so find their dream car even faster. Audi Center Stuttgart draws on the vehicle information that is already available in the mobile.de portal via an interface programmed by T-Systems. Authorized administrators at Audi Center Stuttgart manage the system using an online interface in the secure

T-Systems cloud. There, they can add vehicles manually, allocate the initial batch of 50 i-beacons to the correct cars, and conduct a host of assessments. The dashboard displays full visitor profiles, visitor movements, downloads, what visitors leave the showroom without talking with a customer agent, and who was at the showroom after it closed.

THE BENEFITS. Having instant access to digital information about a vehicle saves end customers lots of time when searching for their ideal car. They can study their collected information at home and compare the facts with other vehicles. This means less work for customer agents, particularly during times when the showroom is busy. Though showrooms may be open on Sunday, staff are normally not allowed to discuss sales with customers – but the app still ensures visitors can learn about vehicles. The customer and interest profiles on the portal make it easier for the showroom to deliver tailored offerings and convert leads into purchase transactions. More success, less stress, and happy customers make for higher staff satisfaction levels. Audi Center Stuttgart launched the new system by installing 50 i-beacons in new vehicles within just a few days at its Feuerbach site. The system's flexibility means that it can be rolled out at the other two bases and include as many vehicles as desired. One training session is all staff at any site need. Audi Center Stuttgart only pays once for its launch and then per user at the showroom, which gets to enhance its image as an innovative Audi partner for little money. With its numerous modules, the CEM system offers further opportunities for even more digital interaction with customers in the sales and after-sales stages. These include digital service and workshop planning, deadline management if services are required, use of tablets at workshops for logging incoming vehicles, and information about a vehicle's location on the company's premises.

"Tracking makes it possible to localize a potentially attractive spot in the display area. We can provide registered customers or potential buyers with a better service via our CEM."

Aaron C. Arena, Audi Center Stuttgart



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