

From the Driver's Seat to the Dealership: Enhancing the Customer Experience

"We wanted to create a single view of the customer to allow us to be GDPR-compliant, deliver world-class marketing programs at scale, and reactivate lost sales and leads by resolving issues around duplicate customer records and the complexities of dealing with households."

— Alex Brown, Head of Digital Marketing and Transformation, Jardine Motors Group

Automotive companies are awash in data from original equipment manufacturers (OEMs), dealerships, customers, suppliers, and the vehicles themselves. This valuable data is key to accelerating the pace of innovation, growth, and profitability. The ability to manage and govern it wherever it resides to glean actionable insights that support timely, well-considered business decisions will mean the difference between leaders and laggards in today's digitally transformed marketplace.

By combining fit-for-use data with the agility of modern cloud infrastructure and applications, automotive companies can give customers, drivers, and owners the personalized experience they've come to expect. Those able to capitalize on that data to enhance the customer experience inside and outside of the vehicle will improve customer retention and product conversion rates, build brand loyalty, expand opportunities for monetization and, in the end, increase profitability.

Fueled by Widespread Information Access, Consumer Expectations Are Higher Than Ever

The customer experience extends beyond the interior of a vehicle to the dealership itself. When an OEM can communicate to its customers the need for preventive maintenance and schedule an appointment for service with the dealer's service center—that's an enhanced experience any customer would appreciate. Systems can be monitored and regular maintenance appointments scheduled via a customer app, as can vehicle pickup and delivery. Mechanics can run diagnostics, swiftly resolve service issues, and use a customer's driving history to anticipate future needs before problems arise.

Predictive analytics can be used to anticipate warranty end-of-life and envision what might entice a customer to extend it, or to monitor mileage milestones and other data that may prompt the customer to begin the search for a replacement vehicle. When they do start exploring, the data can be used to personalize the search experience, guiding them to preferred vehicles and options.

After a contract is signed, dealers have the opportunity to strengthen the relationship by using data to offer thoughtful aftermarket digital services such as coupons, parking apps, music services, and software upgrades for augmented operating functionality.

As a recent Deloitte study put it, “With the proliferation of technology, data, and channels, today’s connected car buyers engage with OEM brands on their own terms and ultimately define what OEMs offer.”¹

About Informatica

At Informatica (NYSE: INFA), we believe data is the soul of business transformation. That’s why we help you transform it from simply binary information to extraordinary innovation with our Informatica Intelligent Data Management Cloud™. Powered by AI, it’s the only cloud dedicated to managing data of any type, pattern, complexity, or workload across any location — all on a single platform. Whether you’re driving next-gen analytics, delivering perfectly timed customer experiences, or ensuring governance and privacy, you can always know your data is accurate, your insights are actionable, and your possibilities are limitless. Informatica. Cloud First. Data Always™.

Aligning Data Across All Channels

To capitalize on their data, however, automotive companies must be able to obtain a trusted view of that data, free of poor-quality, duplicative, conflicting, or incomplete information. Data proliferation and decentralization across multiple clouds and hybrid environments have made this incredibly challenging for many companies. Proper data management requires finding, accessing, cleansing, deduplicating, cataloging, integrating, managing, and analyzing the information in automotive company systems, whether hidden away in a dealer’s desktop PC, a cloud-based app, or an OEM’s database. It requires the scale and flexibility of the cloud to accommodate the volume, velocity, and variety of data involved. And, it requires cloud-native data and application integration and data quality capabilities to ensure data is complete, trustworthy, and accessible.

Automotive companies must also govern the data, protect it, and ensure data privacy regulations are followed. Automakers must protect customer data wherever it lives, and that process starts with data governance. When one can clearly define and detect exactly where sensitive data resides, intelligent data protection and monitoring strategies can help safeguard it.

Automakers must also remain hyper-aware of the information that is available to consumers online. This makes information transparency, alignment across touchpoints, and getting customers the right information at the right time critical. When customer interactions are fueled by a trusted, 360-degree view of their data, automotive companies can see how much they’re spending, the products they own and/or services they use, when their contract should be renewed, who’s in their household, their preferences and channels used, and so on. That 360-degree view enables automakers and their dealers to make offers in a more relevant and timely manner and to create messages that lead to increased customer engagement.

Consumers are also becoming much more comfortable making large purchases online. The Deloitte study noted that 47% of people in the EU and 60% in the US are willing to do so. An omnichannel approach to the customer experience across apps, mobile devices, websites, and dealerships is a must, as is a one-stop-shop mentality that makes the information they need to make a purchase easily accessible and comparable. Sharing data for easy access and giving employees one trustworthy version of the truth ensures that information is always current and aligned across all channels.

Next Steps

To learn more about Informatica solutions for the automotive industry, visit www.informatica.com/manufacturing.

¹ Monitor Deloitte, [Omnipresence of services & direct sales in auto finance](#); How new products and sales models will threaten the market position of captives



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