Tech Mahindra

Automotive CX

Physical digital systems of engagement for the Auto.Nxt experience

Current business models are able to successfully deliver interactions through multichannel systems and processes. However, the powershift for OEMs to own the user experience and monetize it needs lot of ground to be covered. These also need to consider the current economic scenario or lower sales, shrinking margins, poor customer loyalty and shifting profit pools.

The Auto CX Cloud powered by Tech Mahindra and built on the Salesforce platform delivers a system of engagement that unifies processes, journeys, applications and data to future-proof revenues and costs in an experience economy across sales-marketing-aftermarket scenarios

With our expertise in physical-digital design (Pininfarina), experience design for behavior (Mad*Pow), engineering & digital solutions (Tech Mahindra), we enable a layer of solutions and services and business-agile data model to leverage the power of Salesforce platform.

Connected World.
Connected Experiences.

Solution Features

Marketing Cloud

Mobile Sales

Agent Console

Leads & Opportunities

Accounts & Contacts

Case Management

Social Customer Service

Analytics

Journeys

Prebuilt Customer, Dealer and OEM Journeys to enhance the connected experience

Console

End to end functionalities of Sales, Service and Dealer Portal on the Mobile/Tablet to automate Sales, Spares and Service team.

Omni-channel

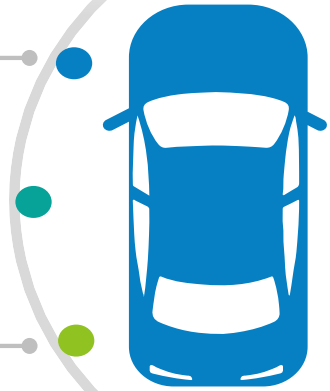
Customer centric approach that ensures business can align according to customer's need.

Integrations

Prebuilt Integrations to enable faster integration through simple configuration

Business Intelligence

Prebuilt Presales, Sales and Service Reports and Dashboards to ensure a seamless experience, enhanced with advanced recommendations



Business Benefits

What it means for the dealer?

- ❑ Smart Omni channel notifications for an enhanced customer engagement journey without manual intervention
- ❑ Interactive and guided Test Drive scheduling process
- ❑ Effective communication, feedback and analytics keep customer close to OEM, enabling a smooth order conversion.
- ❑ Higher cross-sell upsell of services and products

What it means for the OEM?

- ❑ Effective management of supply chain challenges avoid upsetting business trends.
- ❑ Simpler dealer on-boarding process
- ❑ Optimized dealership footprint and improved sales per store
- ❑ Better empowerment and efficiencies for customer facing employees
- ❑ Improved customer lifetime value for connected cars
- ❑ Ease of car resale, stock transfer, enhanced price management, Geo fencing enabling OEM to meet customer's shifting demands with minimal resources.

What it means for the customer?

- ❑ Simple and interactive e- booking process through an interactive car configurator.
- ❑ Features like Road Side Assistance and Breakdown Assistance ensures customers are one click away from the service center, to ensure customer's safety and enhanced customer experience.

Case Study

- Implemented interactive dealership blueprint with physical & digital zones for multi sensory experience for a leading Indian auto company
- Enabled B2B2C model for an US manufacturer giving unified brand experience resulting into 2x orders in one month of implementation.

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