

HOW CONNECTED CARS CREATE DEEPLY CONNECTED CUSTOMERS

Connected, software-defined vehicles are ushering in a new era of customer relationships within automotive. Connectivity offers more than just new products and models – it enables deep, long-term and symbiotic customer relationships.

THE TIME FOR CHANGE IS NOW

- By 2030, **95%** of cars sold globally will be connected⁶
- V2X market projected to reach **\$13B** by **2028**⁷
- 376 million** subscribers worldwide with telematics services in cars by **2026**⁸

CUSTOMER CENTRICITY: THE DNA OF CONNECTED MOBILITY

WHAT CAPGEMINI BRINGS



CUSTOMER



MOBILITY SERVICE PROVIDER
(OEM, Fleet Service etc)

- Unified user experience on one interface
- Onboard diagnostics
- Improved road safety
- Usage-based insurance

INSIGHTS
Connected cars expected to be associated with **175 zettabytes** of data in **2025**¹

- Closed loop new product development
- Aftermarket services
- Efficient sustainable recycling and refurbishment

#CustomerData
#Services

- Products and services aligned with needs
- Alternate models of ownership
- Enablement of subscription services e.g., infotainment

ACTIVATION
67% of customers said that connected services increase the value of a car and improve driving experience²

- Effective innovation & roll-out
- High activation rates
- Increased brand credibility and profitability

#IntelligentCockpit

- Flexible car-sharing and leasing models
- Pre-programming of customer preferences in vehicle
- Connected portal of account information
- Autonomous and assisted driving

CUSTOMER EXPERIENCE
20-25% of vehicle sales expected to be online by **2025**³

- OEM-owned dealership subscription and car-sharing models
- Enhanced sales experience and engagement
- Alternate payment plans e.g., pay-per-use

#DataDrivenIntelligence
#CustomerLifestyle

- Over-the-air (OTA) software and feature updates across vehicle life cycle
- Targeted advertising from third-party vendors

MONETIZATION
Global connected-cars market projected to reach **\$220B** by **2025**⁴

- Infotainment, telematics, V2X
- Subscription models for ADAS or connectivity packages
- Third-party content via in-car multimedia systems

#Lifecycle

- Recurring interactions with mobility provider
- Deeper, long-term relationships
- Mobility lifestyle, not products

LOYALTY
Improving pre-sales, sales and aftersales experiences increases customer loyalty by up to **17%**⁵

- Customer-centric service processes
- Consistent and engaging customer experience across vehicle life cycle
- Reduced customer churn

SECURING SUCCESS THROUGH PARTNERSHIPS

TALK TO CAPGEMINI TODAY

Capgemini enables clients to realize the power of connected services and get closer to their customers.

Our integrated framework spans Business Strategy & Innovation, Solution Design & Development and Customer Experience & Activation.

Together with our partners, we enable our clients to seamlessly navigate the complex new ecosystems and unlock the Full potential of connected mobility.



Get in touch with our automotive team to kick start your innovation journey.

Contact us:

Ruth Peters

Marketing Director

Global Automotive Industry

ruth.peters@capgemini.com

Want more insights on Automotive from Capgemini?

Visit our [LinkedIn Showcase](#) page for the latest research and thought leadership from our industry expert team.

