

ENABLING OMNICHANNEL IN DIRECT-TO-CONSUMER AUTOMOTIVE SALES

The seismic shift to direct-to-consumer sales in automotive has the power to unlock the customer pain points held for decades and keep pace with expectation.

Re-developing the business and infrastructure to launch the new model requires a mindset and capability transformation at multiple layers of the organisation.

In an increasingly competitive market, the pressure to perform brings rapid focus beyond the basic minimum viable product (MVP). The commercial mindset must be recalibrated; omnichannel requires purposeful business transformation and cannot be enabled by eCommerce alone. Meticulous integration of technology and operations must enable the effortless journey desired by all parties; Customer, Agent and Retailer/OEM.

Accelerate with our learnings

We bring learnings, industry-based experience and in-house research to support end-to-end; from feasibility through to implementation and optimisation.

Capgemini have supported premium and challenger brand transitions to Direct to Consumer models in the UK and Europe including:

NEW ENTRANT – Design and implementation of go-to-market approach across Europe

CHALLENGER BRAND – Omnichannel Agency model design and roll-out, business processes, dealer training.

MULTIPLE MARKETS – Evaluation of direct sales readiness & feasibility across European markets

Our team of experts across data, logistics and operations can help you unlock performance through fast iteration

Proven methodologies & accelerator assets
Expert Automotive experience and insight
eCommerce leadership via our award winning CX agency, frog

Incentives management accelerator
Technology agnostic in-house capabilities including Platinum Salesforce partnership
Data, analytics and AI

Emerging Opportunities

Hotspots to drive omnichannel excellence and enable new capabilities.

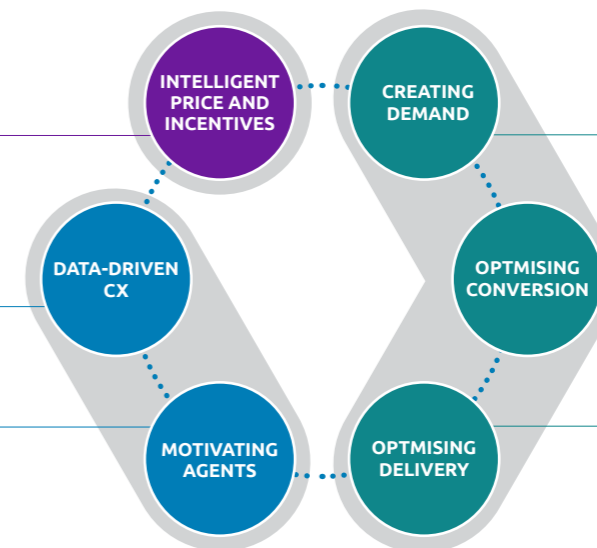
INTEGRATED PROPOSITIONS

Price and Incentive Management
E2E Digital Renewals
Competitive benchmarking
Ownership Ecosystem
Empowering connected services

HUMAN TOUCH

Contact Centre transformation
Enabling retail operations
Personalised communications

Re-defining sales levers
The Future of the Dealer



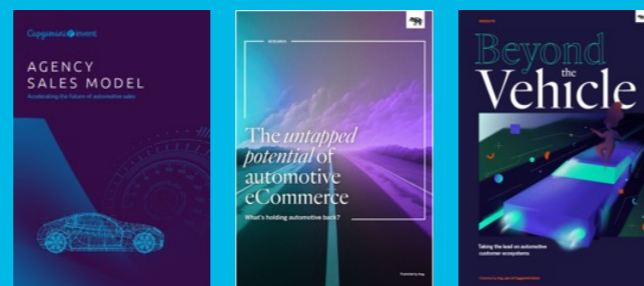
CAPABLE OPERATIONS

Leading local marketing
Needs-based journeys
Third party shop-front

Driving leads
Online test drive booking and fulfilment
Guaranteed part exchange

In-market delivery and storage
Sustainable transportation

Thought leadership and insight



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