Transforming *Automotive Customer Experience* with Salesforce Automotive Cloud and Data Cloud.

Achieve a Complete 360° Customer View.

Capgemini | salesforce

Introduction

The customer experience rulebook for the Automotive industry has changed.

For customers, it doesn't matter if they interact directly with an OEM or through a dealer. Their main expectation is that they get consistent personalized experiences, tailor-made and customized to themselves and their vehicle.

Not only that, but they expect this hyper-personalization to be in real-time, and across all channels.

For automotive companies, access to the customer data needed to create these consistent experiences is larger than ever. There are vast amounts of customer data streaming into OEM systems, third-party providers, marketing, telemetrics platforms, and more.

But there's a problem. There's just too much data to handle, and the different data streams are locked in these often siloed systems. That means automotive OEMs could spend days looking for relevant data to effectively personalize experiences for their customers – if they find it at all.

The winners in this space will be the companies that unify all real-time customer data in one place and make sense of it quickly, so they have a solid foundation to personalize experiences.

Their rewards? Happy customers, more revenue, and increased loyalty from existing customers.

Here, our experts take you through how Salesforce's Automotive Cloud and Data Cloud – as individual platforms or in combination – can be the engine to drive your business towards this goal. And why Capgemini is the ideal business transformation partner to fine tune that engine and support you getting the most out of your strategy and technology.

You'll learn:

1. **How increasing customer expectations are changing the Automotive industry**

2. **The power of Automotive Cloud and Data Cloud for automotive companies**

3. **Benefits of Automotive Cloud and Data Cloud working in harmony**

4. **Non-negotiable strategies and technical considerations for Automotive Cloud success**

5. **How Capgemini helps to make a customer-first approach real**

6. **How the best companies are partnering with Capgemini for business transformation**

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How increasing customer expectations are changing the Automotive industry

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How increasing customer expectations are changing the Automotive industry

Customer expectations for hyper-personalized experiences in the Automotive industry are at an all-time high.

73% of customers expect companies to understand their unique needs and expectations.

So it's imperative that automotive companies are able to provide consistent, integrated communications across emails, service interactions, and other touchpoints.

Offers and promotions should be relevant to the customer's past interactions and current needs, avoiding redundancy and enhancing customer satisfaction.

This has caused a major direct-to-customer shift in the Automotive industry.

Until relatively recently, OEMs typically sold via dealers. This meant they were used to a more hands-off approach, with these key characteristics:

- The majority of customer data was usually owned by the dealers, limiting OEMs' ability to directly engage with customers.

- As the customer relationship was formed with the dealer, there was a disconnect between the customer and OEM.

- Heavy reliance on dealers to represent their brand.

Now, trends towards more direct sales and agency models mean that every automotive company is expected to engage directly with and satisfy customers. This opens opportunities for:

A more cohesive customer experience:

Companies now have complete control over the customer journey, from marketing and pricing to sales, after-sales and customer service.

Personalized marketing at every touchpoint:

OEMs now have direct access to customer data, which they can use for better targeted marketing and sales.

Strengthened customer loyalty:

Customers now have more interactions, and therefore stronger relationships with OEMs and the respective brands.

Enhanced financial services through captive finance:

Companies can integrate financing details, vehicle history, and interactions to create a complete customer profile, offer tailored financial products, streamline loan applications and approvals, efficiently manage payments and collaterals, and utilize predictive insights and targeted rewards to further enhance customer experience.

But just because you can now access the data needed to do this, doesn't mean it's easy to use it.

The data integration challenge

The first issue is that all this data is siloed. It's spread out over dealer systems, OEM systems, third-party providers, and marketing platforms, making integration challenging.

Incompatible formats, lack of a unified data model, fragmented data ownership, and privacy concerns hinder data synthesis.

These issues limit customer insights, cause operational inefficiencies, and result in missed opportunities for hyper-personalization and real customer service.

Unified data platforms like Salesforce's Data Cloud can help you overcome these challenges by integrating data from all of your disparate sources. This means any legacy or non-Salesforce clouds or systems, as well as Salesforce applications.

So, you can ensure seamless data management across your landscape, without having to rip and replace your martech, sales, after-sales, or business intelligence systems.

And with seamless data management, comes a greater ability to activate that data to improve customer experiences. That's where Salesforce Automotive Cloud comes in.

In the next section, we'll dive deeper into the capabilities of Salesforce Automotive Cloud and Data Cloud to see how they can help you meet the expectation demands of today's customers.

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The power of Automotive Cloud and Data Cloud for automotive companies

Let's first explore the benefits of both Automotive Cloud and Data Cloud separately. Then, we'll see how they can be connected, and why the two working together can unlock even more potential.

Automotive Cloud

Automotive Cloud provides you with a comprehensive view of vehicle information, including service history, software updates, preferred service providers, and financial details – which are essential to provide exceptional customer support.

1. Create a real 360° driver view

Dive into a data-rich view of your customers, households, vehicles, and fleets to make real-time, meaningful engagements.

Manage and track your entire product portfolio, including vehicle brands, parts, financial products, and accessories, and capture comprehensive stakeholder information to enhance service quality.

2. Automate processes

Simplify enterprise integrations and build branded, integrated dealer and customer experiences without code with flow for Automotive.

Streamline loan applications, approvals, and financial processes to provide efficient and personalized financial services and directly generate sales leads based on this information.

3. Get intelligent insights

Leverage AI intelligence to engage efficiently at every touchpoint and empower customer-facing teams.

Utilize enhanced lead management capabilities to capture comprehensive lead information and insights into lead conversion rates and pipelines.

4. Power real-time experiences

Sell, service, and delight across customer and vehicle lifecycles with a solution designed for the Automotive industry.

Manage the lifecycle of vehicles and assets to effectively serve customer needs and provide timely service appointments.

Automotive Cloud offers potential for remarkable results for automotive companies, building on what can already be achieved with Sales and Service Cloud:

33%

faster automation of business processes

21%

decrease in IT costs

Data Cloud for automotive

With Data Cloud, you can connect, federate, and harmonize all of your data from any product and system in Salesforce.

Data Cloud is neither a data warehouse or a data lake nor a full CDP (Customer Data Platform). It is a platform that integrates and understands metadata so it can connect your platforms together and give your team a single source of truth for every customer and vehicle.

That means real-time data from dealer systems, OEM systems, third-party providers, telemetrics platforms, marketing platforms, and more are all harmonized into one collective view.

Salesforce Automotive Cloud and the Snapdragon® Digital Chassis™ Solution are now connected on one platform, with Qualcomm Technologies and Salesforce aiming to enable automakers to deliver personalized experiences that use fast or real-time analytics to learn and adapt to user preferences.

By using predefined asset and vehicle data model objects, you can bring real-time data from multiple external systems into Salesforce Data Cloud. This includes metrics such as battery health, ignition status, speed, and more.

You can then use the data to build segments, create calculated insights, and analyze key metrics – allowing you to provide your customers with the personalized offers and guidance they expect.

For automotive companies, we've seen Data Cloud have substantial effects such as:

30%
increase in digital sales

50%
increase email open rates

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Benefits of Automotive Cloud and Data Cloud working in harmony

Although both Automotive Cloud and Data Cloud can be used and benefited from separately, it is when they feed data and capabilities into one another where extra value is created.

Let's look at some ways you can connect these two platforms:

Bring in Automotive Cloud data into Data Cloud through the Automotive Data Kit

The Salesforce Automotive Data Kit is designed to be integrated into Salesforce Data Cloud to manage and analyze automotive data effectively.

It is built to work seamlessly with Salesforce's Automotive Cloud but can also function independently. The kit helps streamline and enhance data management by integrating both internal and external data sources.

Key features:

1. **Data integration**

   - Integrates standard Automotive Cloud objects like vehicle definitions, asset information and other components.

   - Includes external data like telematics, vehicle location, and behaviour data from connected services.

2. **Pre-built connectivity**

   - Connects Salesforce internal data with external sources, such as telemetry and location data from vehicles.

3. **Continuous updates**

   - Regularly adds new data types, including recent additions like EV charger data.

The Salesforce Auto Data Kit tracks vehicle definitions, components, and asset information, and manages telematics, vehicle location, and behavioral data to enhance customer experiences with data-driven offers.

It also informs automotive commerce decisions, improves service delivery through telemetry and location data, and manages EV charger data and infrastructure.

Visualize Data Cloud data in Automotive Cloud with Connected Vehicle

This add-on allows you to seamlessly visualize data from Data Cloud in the Automotive Cloud platform.

Key features:

1. **Data collection and integration**

   It gathers vehicle data and harmonizes it with Salesforce and other systems in Data Cloud. This includes visualizing vehicle information through Salesforce's flex cards.

2. **Visualization**

   Connected Vehicle displays the integrated vehicle data in Salesforce, allowing users to view and monitor vehicle status and events.

3. **Event handling and orchestration**

   It supports running events based on the data. For example, if an alert indicates a potential accident or maintenance need (e.g., a vehicle reaching 50,000 kilometers), it can trigger actions in Salesforce, such as sending alerts or notifications based on predefined rules.

The plugin is designed to enhance interaction with vehicle data by combining raw external data with Salesforce's contextual information, enabling automated responses and improved decision-making.

Full data connection between Automotive Cloud and Data Cloud platforms

Automotive Cloud and Data Cloud can be connected using prebuilt data streams, creating a bi-directional flow of data.

Linking Salesforce Automotive Cloud and Data Cloud allows automotive companies to seamlessly integrate vehicle and customer data.

Automotive Cloud manages detailed vehicle information, while Data Cloud consolidates this data with external sources, such as telematics and location data. This integration harmonizes data, providing a unified, real-time view of vehicles and customer interactions.

It enhances decision-making by enabling automated processes based on comprehensive data insights, such as triggering alerts for vehicle maintenance or customer service actions.

This unified data approach improves operational efficiency, customer experience, and provides actionable insights for automotive businesses.

What are the benefits of connecting Automotive Cloud and Data Cloud?

1.

Enhance sustainability efforts

Integrating Data Cloud and Automotive Cloud enhances sustainability efforts by improving fleet reporting and tracking, enabling proactive predictions about emissions and accurate sustainability reporting.

Additionally, this integration supports targeted sustainable marketing and connects with Net Zero Cloud to track real-time carbon emissions and energy usage, aiding in comprehensive ESG reporting and data-driven decisions to reduce environmental impact.
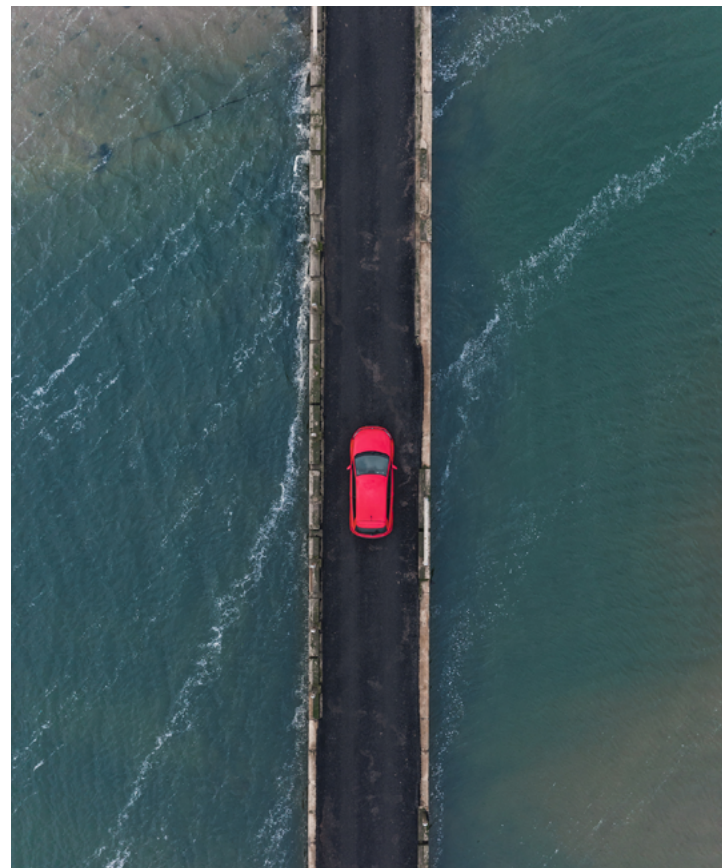
2.

Create a unified data view

Combines detailed vehicle information from Automotive Cloud with external data sources in Data Cloud, providing a comprehensive, real-time view of vehicles and customer interactions.

This harmonized data facilitates better understanding and management of customer relationships and vehicle performance. It also sets the scene for automated processes and informed decision-making based on comprehensive data insights.

For instance, vehicle maintenance alerts and customer service actions can be triggered based on real-time data analysis.

3.

Enhance AI and predictive analytics capabilities

Integrating Automotive Cloud and Data Cloud enhances AI capabilities for predictive maintenance, generating automatic alerts for necessary vehicle maintenance and summarizing technical errors for customers.

This integration also allows AI to analyze customer behavior, enabling personalized service offers and identifying upsell and cross-sell opportunities, ultimately improving customer satisfaction and operational efficiency.

4.

Improve in-car experience

Automotive Cloud and Data Cloud also allow you to improve in-car experiences for end customers, such as:

- **Booking and services:** Customers can book services such as parking directly from the car console, integrating seamlessly with third-party providers.

- **Personalized dashboards:** Personalization tied to the customer's unique profile enhances the in-car experience, making features and settings consistent across different vehicles of the same brand.

- **In-car office:** With the evolution of autonomous driving, cars can function as mobile offices, integrating calendar functions and other business tools, improving productivity on the go.

5.

Improve customer experience

Connecting Automotive Cloud and Data Cloud leverages unified data to enhance customer interactions by providing personalized services and proactive support.

For example, timely alerts for vehicle maintenance or customized offers based on customer behavior can significantly improve customer satisfaction and loyalty.

6.

Improve operational efficiency

When Automotive Cloud feeds Data Cloud and vice versa, operations are streamlined by ensuring that all data is up-to-date and consistent across platforms. This reduces data silos and duplication, making data management more efficient and reducing errors.

So now we know how Automotive Cloud and Data Cloud can benefit automotive customers and your automotive business.

But implementing them both and simply connecting them is not an instant fix-all solution to your data challenges.

In the next section, we'll explore how you can craft the best strategy for Automotive Cloud and Data Cloud around your business.

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Non-negotiable strategies and technical considerations for Automotive Cloud success

Whether you already have both of these products but haven't connected them, only have one of them and are looking to expand your strategy, or have none at all, there is no one way to go about getting the most out of Automotive Cloud and Data Cloud.

Assessing your needs and goals

Automotive companies vary greatly in size and scale, so your strategy for using Salesforce's Automotive Cloud and Data Cloud should be tailored to your specific needs.

Begin by clearly defining your business objectives and identifying the areas where these platforms can have the most impact.

Understand your customer journey, pinpoint areas needing improvement, and determine which platform – or combination of platforms – best addresses these needs. Conduct a thorough analysis of your current systems to identify gaps and opportunities for integration.

Evaluate your organization's readiness, balance potential risks with strategic approaches, and analyze the total cost of ownership to ensure the adoption of Data Cloud and Automotive Cloud solutions aligns with your business goals and capabilities.

For companies who are at the start of their data journey, it is vital to plan ahead and put in place the infrastructure needed to manage data streaming in from multiple data sources before that becomes a reality you are facing without the systems to manage it.

Applying this to your goals

If you're new to Data Cloud or Automotive Cloud (or both connected), start by focusing on a single, manageable goal before scaling up. Here are some steps to get started:

1. See it as business transformation, not as technical implementation

This isn't just about implementing new tech, sitting back and watching it work. Viewing the adoption of Automotive Cloud and Data Cloud as a business transformation allows you to drive innovation, rethink and enhance processes, but will also inevitably influence and reshape existing organizational structures.

It's an opportunity to fundamentally improve customer experiences, streamline operations, and leverage data for informed decision-making, ensuring the technology brings real, transformative value to your organization.
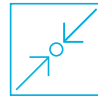
2. Think big, start small

Although the ultimate aim might be to think bigger, and adopt an end-to-end programmatic approach, try to start with a focused project that can deliver quick results.

This could be enhancing a specific customer journey or increasing engagement in a particular channel. This demonstrates the value quickly and builds confidence for larger initiatives.

3. Consider scalability

Choose projects that can be easily scaled once initial success is achieved. For example, start with enhancing customer segmentation in one region or product line and then expand it across the entire business.

4. Target what you know

Focus on areas where you already have significant data and expertise. This will make implementation easier and ensure early success, providing a foundation for tackling more complex challenges.

5. Implement standardized processes

Implement processes that can be replicated across different parts of your business. For example, if a data-driven marketing campaign proves successful in one segment, replicate it in other segments or markets for similar success.

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How the best companies are partnering with Capgemini for business transformation

How Capgemini helps to make a customer-first approach real

Capgemini is the #1 trusted business transformation partner of Salesforce, and has a proven history of working with clients to develop the best strategies for their businesses – and execute those strategies for the most appropriate use cases.

If Automotive Cloud and Data Cloud are implemented in the wrong way, it will do more harm to your business than good.

Aim too high, and you risk overloading your company with data and insights you can't take action on – leading to sunken costs and wasted time.

Aim too low, and you miss opportunities to scale Automotive Cloud and Data Cloud to meet the experience demands of your customers.

Here's why you can trust Capgemini as your Automotive Cloud and Data Cloud business transformation partner:

1.

We foster long-standing partnerships with automotive OEMs and other industries

Capgemini collaborates with leading automotive OEMs, leveraging deep industry knowledge to drive innovation and efficiency.

These long-term partnerships ensure that our solutions are tailored to meet the specific needs of automotive companies. Our extensive experience across various markets allows us to implement best practices and deliver scalable, impactful results.

2.

We know the transformation challenges and can use our knowledge to help

With decades of experience in the Automotive sector, Capgemini understands the unique challenges of digital transformation.

We help clients navigate complexities such as integrating new technologies, managing data overload, transforming the organization, and aligning business objectives with technical capabilities.

3.

We are an end-to-end transformation partner: From vision to reality

Capgemini offers comprehensive services that cover every stage of the transformation journey.

From initial strategic planning to detailed implementation and ongoing support, we ensure that each step is aligned with your business goals. This end-to-end approach guarantees a cohesive and effective deployment of Automotive Cloud and Data Cloud solutions.

4.

We are innovators and transfer product and service innovations to our clients based on their strategy

As leaders in digital innovation, Capgemini continuously develops new products and services that enhance business capabilities.

We tailor these innovations to fit our clients' strategic visions, ensuring they stay ahead in a competitive market. Our commitment to innovation drives ongoing improvements in efficiency, customer experience, and operational effectiveness.

5.

We are already the business transformation partner shaping the future of Automotive Cloud by developing new features

Capgemini is at the forefront of developing cutting-edge features for Salesforce Automotive Cloud, setting new standards in the industry.

Our proactive approach ensures that clients benefit from the latest advancements, keeping them competitive and future-ready. By continuously evolving our solutions, we help clients achieve sustained success in an ever-changing market.

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How the best companies are partnering with Capgemini for business transformation

Salesforce Automotive Cloud implementation for automotive OEM

Background:

A major German vehicle manufacturer faces customized set-up of multiple Salesforce templates with heterogeneous processes, different data models and architecture across markets, brands and business units.

Challenges:

- Implementing one global template for sales, marketing, after sales and financial services based on Salesforce Automotive Cloud.

- Establishing a high degree of standardization to exploit synergy potential.

Solution:

- Defining a new strategy, structure, and governance model.

- Establishing a global agile working model to jointly create a unified global standard template for all regions and business units.

- Designing and implementing the target architecture, including a Data Cloud, to fully harness the potential of the Automotive Cloud.

Benefits

The implementation of a global Salesforce CRM template enhances customer 360-degree view of a customer and enables personalized customer interaction. Service requests can be processed better within the group and increase customer loyalty.

Increased efficiencies, reduced costs of parallel development and boost of global scalability for lead and case management.

Global rollout of Salesforce for automotive OEM

Background:

A premium automotive OEM was in the process of rolling out Salesforce Sales Cloud, Service Cloud, Partner Community, and Marketing Cloud, globally.

Challenges:

- Support ongoing enhancements to align Salesforce capabilities and CRM processes with market, dealership, and partner requirements.

- Enhance endeavors direct sales and digital service sales.

- Ensure the platform remains adaptable and relevant.

- Support ongoing global rollout.

Solution:

Capgemini provided comprehensive support by:

- Developing a comprehensive product strategy to ensure Salesforce CRM aligns with market, dealership, and partner needs.

- Strategically planning for ongoing enhancements to meet future challenges and support key initiatives such as direct sales and digital service sales.

- Strengthening reporting capabilities within Salesforce to provide in-depth insights into customer interactions and performance metrics.

Benefits

Global CRM evolution.

Market access to detailed customer profile.

Personalized interactions and higher satisfaction and loyalty.

Enhancement of UI/UX and reporting to increase market acceptance.

Explore Capgemini and Salesforce Automotive Cloud and Data Cloud

Want to learn more about how Capgemini's partnership with Salesforce can help you unlock the power of Automotive Cloud and Data Cloud?

Get in touch with us today!

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About Capgemini

Capgemini is a global business and technology transformation partner, helping organizations to accelerate their dual transition to a digital and sustainable world, while creating tangible impact for enterprises and society. It is a responsible and diverse group of 340,000 team members in more than 50 countries. With its strong over 55-year heritage, Capgemini is trusted by its clients to unlock the value of technology to address the entire breadth of their business needs. It delivers end-to-end services and solutions leveraging strengths from strategy and design to engineering, all fueled by its market leading capabilities in AI, cloud and data, combined with its deep industry expertise and partner ecosystem. The Group reported 2023 global revenues of €22.5 billion.

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