



AUTO BANKING CHANGES RAPIDLY

VIDEO TRANSCRIPT

The automotive banking industry is changing rapidly – especially due to the transformation of our customers, who are demanding convenient end to end digital solutions.

More and more customers require easy and flexible mobility solutions right at the moment, the need comes to their mind, as they know it from other industries already. This new customer group is asking for less configurations, personalized product suggestions and they don't care about the financial product. They just want to have mobility when they need it.

Our vision is an entirely new sales process option, offering an unseen new sales path with a guided vehicle selection, based on common and simple criteria. It's fully decoupled from the financial product portfolio complexity and ultimately guiding the rising customer group towards the product that's right for them and hand over to the application form.

Serving these new demands will require adaptations at the point of sale and a new value proposition from the dealer to serve supplementary fully flexible touchpoints for hand-over, return and vehicle exchange up to new demands on staff, technologies and remuneration.

Ultimately, the changes also require new capabilities in the back offices of the automotive banks.

This means paperless processes in front and back end, integrated systems allowing faster and more efficient iterations, data analytics, process automation, used car re-allocation and re-marketing.

The new sales process can help automotive banks to create a new lock-in effect by enabling data-based individual offerings as well as convenient and valuable customer experiences. This will enhance competitive positioning, enable ecosystem revenues and constantly drive business development. Adopting the customer needs will materialize in long-term relationships and additional growth opportunities.

We are ready to jointly define and implement the future automotive banking experiences for the leading-edge customer journeys.

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