



THE INVISIBLE SERVICE

VIDEO TRANSCRIPT

REINVENTING THE AUTOMOTIVE SERVICE CONCEPT

Aftersales as we know it today is being disrupted by technological revolutions, consumer empowerment and a shift in buying behavior.

Customers expect a new service experience:

- o Hassle-free
- o Transparent
- o Easy to use

In one word... Invisible

To succeed in this new world, OEMs and dealerships need to...

- Make the inconvenient convenient, providing a digital and hassle-free customer experience
- Use and scale new technologies to enable the workshop of the future, from process automation to artificial intelligence and extended reality
- Provide a data-driven service experience, introducing new business models and services in an ecosystem with partners

The Invisible Service concept is already a reality at the Accenture Customer Innovation Network

Engaging the driver in a seamless journey through the entire vehicle usage phase, with demos and real solutions, such as:

- Voice-activated driver assistant that can be used across all channels – such as at home, in the car, on a phone
- Customer-focused reception

- Paperless dealership
- Voice-controlled repair assistant
- Pickup and returns that can easily be scheduled in an app.
- Digital Maintenance Book
- eCommerce with customized offers and services

Visit the Accenture Customer Innovation Network to see how the new service concept can help you be successful in the aftersales market of tomorrow.

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