

WHY AUTOMOTIVE NEEDS TO RE-HAUL AFTERSALES. NOW.

Using digital to drive greater levels of customer satisfaction in aftersales through “invisible service.”

In a study by Accenture, it’s clear that invisible service—frictionless aftersales driven by digital—is something drivers are willing to pay for. OEMs and aftermarket players need to get into the driver’s seat to overhaul aftersales, or risk being left behind.

ACCENTURE RESEARCH SHOWS THERE’S DRIVER DEMAND:

NEARLY HALF of all drivers do not want to physically go to a workshop or dealer service location.

A FULL 74% are willing to pay for invisible service.

SEEING THE “INVISIBLE”: HOW DOES INVISIBLE SERVICE WORK?



Customers receive a notification through the vehicle, an app or by a call that their car needs service.



They choose a time and location for pick-up on their smart phone.



Keys are either physically handed over or the workshop (with permission) can unlock the car remotely.



A replacement car is deposited at a location convenient to the car owner.



When the issue is addressed, the car is delivered in the same “frictionless”, invisible, manner.



WINNING MOVES FOR OEMS:



Look to Netflix for inspiration. What do video content streaming and car service have in common? Not much. But they could and should share a lot more in the future. Borrowing from the Netflix playbook, OEMs could create flat-rate offers in aftersales. The approach represents a win-win: drivers don't have to worry about variable costs and OEMs can ensure regular revenue streams. OEMs can work with dealers, offering them discounts on parts for customers subscribed to the service.



Take data out of the dark. Today, vehicle usage and maintenance-related data is stored with their manufacturer. Sales can't access data for cross- or up-selling. Technical issues aren't fed back to engineering. Data resides in an organizational black box. OEMs need to bring it into the light, breaking silos and sharing data across all areas of the business from sales to marketing to aftermarket. With data in hand, opportunities open for predictive maintenance, just-in-time repair and a more satisfied driver.

WINNING MOVES FOR WORKSHOPS:



Look to food delivery apps for inspiration. While OEMs can learn from Netflix, they should help their dealer workshops by encouraging them to copy food delivery apps. How? By partnering with logistics companies that can pick up and drop off vehicles, effectively connecting drivers to workshops seamlessly and invisibly. Like online food delivery, workshops need to feature a clear menu of services aligned with what customers want and that are priced competitively.



Boost online presence. Workshops are known for having "passive" online sites that offer surface information on opening hours. And don't accommodate online booking. What's more, aftersales should not be afterthoughts for customers looking for service. They need to be top of mind. Present on online comparison portals like whocanfixmycar.com (UK) and caroobi.com (Germany). And pulled first in Google searches with the help of search engine optimization or paid adverts. Net-net: the amount of spend for digital marketing overall is too low, and doesn't leverage the range of tactics available.

Customers are ready. The technology is in place. Barriers are down. Automotive players can gain real competitive advantage over rivals by grabbing the reigns on invisible service.