Automotive Experience Decision Engine

For automotive sales, marketing, technology and data management executives

Reimagining the customer journey by connecting data, content, technology and channels

"The customer experience is more than the perception of the brand and product. The focus is on the seamlessness of the process and the journey across touchpoints."

— Vice President, Corporate Strategy, a major premium global OEM

Int According to Accenture's customer research*:

39% believe that their OEM is not prepared to provide relevant experiences.

**46%** would prefer a different OEM delivering better customer experiences.

47% consider changing their auto brand because of a lack of relevant experiences

* Source: Automotive Customer Experience Rebooted

The Automotive Experience Decision Engine is our response to mobility's evolving customer expectations for hyper-relevant experiences across channels and markets.

- Real-time, consistent, multi-channel experiences
- Advanced insights into customer expectations
- Seamless integration into existing systems
- Modular approach
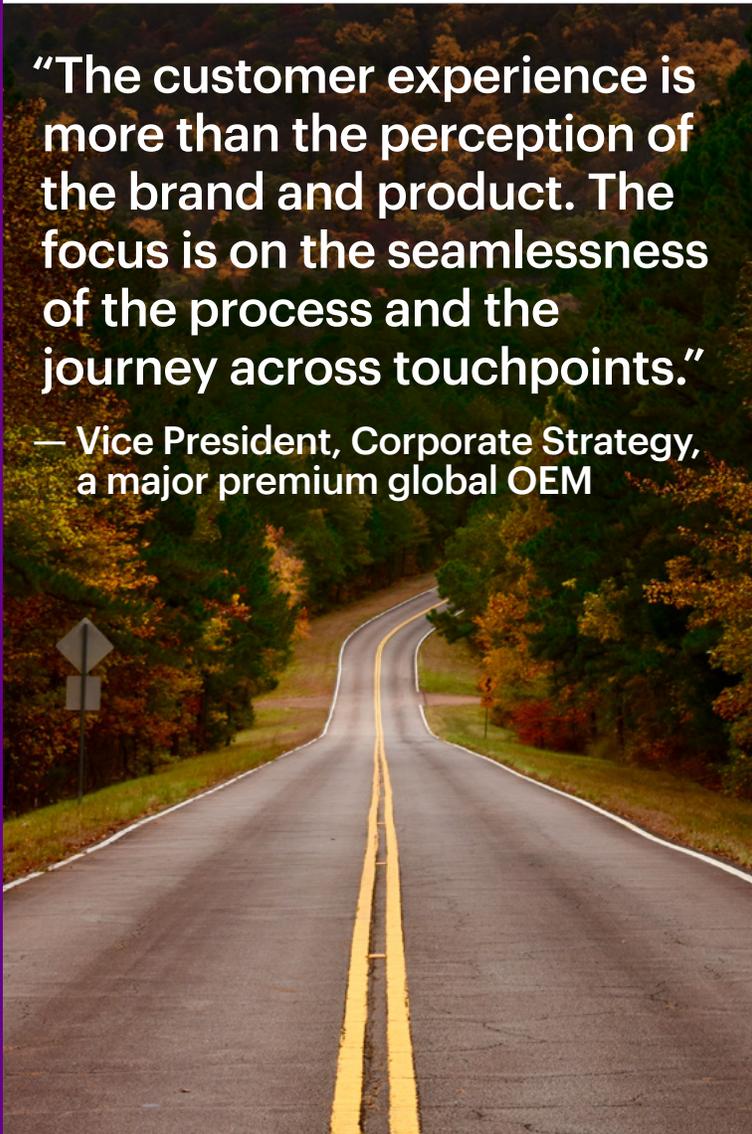
Mastering the customer era

In today's automotive world, customers are looking for consistent, relevant and connected experiences. The Automotive Experience Decision Engine leverages assets, industry offerings, capabilities, client experiences and talent — to address business challenges in customer engagement and reimagine customer experience, providing a data-powered, decision-making engine for real-time interaction.

This is a unique combination of data, platform, insights and experience. With the power of applied intelligence, customer expectations are clearly defined, providing every customer with consistent experiences across markets and channels.

Automotive Experience Decision Engine features

Enabling architecture
A modular, cloud-based architecture connecting data sources, content engines, creation and delivery. Full integration with client landscape, marketing and technology tools.

Decision engine
Data-driven decisions using unified data and artificial intelligence.

Omni-channel engagement
Hyper-personalized experiences are delivered and integrated across all touchpoints and channels.

Integrated data sources
Customer, product and third-party data are collected and utilized to create a 360° view of the customer — by leveraging data-driven insights.

Experience generation
Real-time creation of relevant and dynamic content (product and computer-generated images) for personalized experiences.

Automotive Experience Decision Engine benefits

New sources of revenue generation
Generates new revenue growth opportunities by creating customer loyalty that will ultimately drive product and service re-purchase.

Always relevant
Create hyper-relevant experiences using the power of applied intelligence.

Consistent customer experience
Improve marketing and sales effectiveness by providing consistent, individual and integrated customer experiences across the value chain.

Modular approach for easy integration
Seamless integration into existing client landscape, systems and technology.

See what our solution can do for you

Reach out to our team to schedule a discovery session and find out how our Automotive Experience Decision Engine solution works.

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