



REIMAGINING THE AUTOMOTIVE RETAIL EXPERIENCE

VIDEO TRANSCRIPT

00:02

Hello Dreamforce.

00:04

My name is Achyut Jajoo, chief solutions

00:06

officer with manufacturing industries.

00:08

Here at Salesforce, joining me today, is

00:11

Brian Ervin from Accenture and we're

00:13

going to talk about what's going on in

00:15

the automotive industry. A lot of really

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great stuff going on, Brian welcome to

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Dreamforce. Thank you Achyut, it's a

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pleasure to be here. I am just blown away

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at the activities this year, the energy

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and the excitement that's going on. Well

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glad to have you here. In your role at

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Accenture, why don't you talk a little

00:35

bit about it. What are you doing with the

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automotive industry and the

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types of conversations you are having

00:41

with your customers?

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Certainly, so I lead the automotive and

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mobility practice for North America for

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Accenture. In that capacity, we work a

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lot with OEMs. We work a lot with dealers



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We look a work a lot with the Tier one

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supply community and as you know, it's a

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fascinating time to be part of

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automotive right now. With the sea of

01:03

change that's taking place - connected

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vehicles, autonomous vehicles, the sharing

01:08

economy and electrification, four major

01:11

disruptors that are fundamentally

01:13

changing the business. On top of that, we

01:16

see what's going on with customers

01:19

and consumer expectations. Customers

01:22

today are different than they were five

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Years, ten years, twenty years ago and our

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business has to respond. Great so I just

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want to build up on that so like

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obviously customers are changing and

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then more and more what we are seeing

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that customers are they're digital and

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they're connected

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so how our customers are

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manufacturers and OEMS and dealers

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thinking about this? So you're exactly

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right - the expectations that consumers

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forum within their everyday lives, the

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way they're able to order a Starbucks

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latte online, the way they are able to

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work seemingly seamlessly with Amazon, it

02:02

affects what drives their

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expectations around vehicle purchases

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and vehicle ownership. At the core of

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that sea of customers changing

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views of the world and of our business



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is its data. Customers expect us to know

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more about them,

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customers expect us to be able to weave

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that red thread together based on their

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prior experiences, based on their

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interactions with us. OEM's, dealers

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Alike. They understand that today and

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it's not easy but the leading companies

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out there, they're working away to

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seamlessly compiled, seamlessly pull that

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information together. Well so but that's

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it's not for lack of data right and

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obviously there's new streams of data

02:55

coming in from digital interactions and

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others but how do how do these OMS and

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dealers think about data to really

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connect that seamless experience? So in

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the old days, data or customer insight

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was always sort of a battleground - the

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question was always "does the customer

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belong to the OEM does the customer

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belong to the dealer?" And I think most

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organizations today would realize

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that's a way to fail in the

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business

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so the industry I think is

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changing for the better.

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I think it's a fundamental understanding

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that sharing data between the OEM

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between the data for the dealer, I'm

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sorry, compiling that information

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together and then offering it up as

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insightful value added in a value-added

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way to help the customers experience.

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that's the way to succeed. Well so one of

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the conversations I always have with a

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lot of industry veterans when we talk to

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these manufacturers and dealers is they

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say - hey I have this data sitting in

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silos right and these silos are

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essentially inhibiting me from

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delivering that experience. What are like,

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what are some of the things that, you

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will, kind of practical examples that you

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would give them to take action on that?

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Well I mean at the core of that

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solution is the cloud right and I think

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that the work that your team does and

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that we do together really enables that

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seamless interaction. I mean once the

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data is

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in the cloud, it can be harnessed in ways

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never before possible. If we don't use

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the cloud - I mean frankly we're not in

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today's technology, we're not doing the

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right things, we're not keeping pace and

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that's the message that we're sharing

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today with our clients across the sector.

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So you know we talked about these

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digital experiences, the owner, the buying

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behaviours are changing, customer

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demographics are changing but then you

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also touched upon this new kind of

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connected cars right and autonomous cars,



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Electrification. As these cars become

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digital in nature and they will be

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spewing a lot of data.

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They'll be my next new set of

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information that OEMs and dealers will

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Have. How do they have harness that to

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deliver new ownership experiences. So

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it's a great point. I mean we consider

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that whole space or industry X.0

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revolution and in that you have

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connected product, connected customer and

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connected operation so everything

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enabled by IOT and everything enabled by

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the cloud. If I think about just that

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first piece, the connected vehicle,

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the information, the data that comes

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off of a vehicle truly opens up new

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frontiers and certainly unleashes and

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creates new value pools for industry

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participants and that's really really

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exciting. Give you an example I mean - if

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you knew what was going on in a vehicle

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and I think, I think back

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about the work we did together around

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service moments that matter right, and if

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you knew what's going on in a vehicle

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and you were able to have the right part

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at the right place at the right time, you

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create a phenomenal value for your

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customer and it creates an e-val you are

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prophet opportunity for the dealer and

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for the OEM alike. So the information



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coming off the vehicle can be used to

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increase up time, which is profitable for

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your customers, and create sources, new

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sources of service for our customers.

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That's like that's a great example

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Actually in that one example you kind of

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talked about how

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to take data advantage of the data and

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create new models for everyone in the

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value chain. And you

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know one of the other things that I've

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always used to discuss was and, you

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brought it up early on, was the who owns

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the data and who owns the customer so

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given all this kind of tension

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that has been there in the past, do you

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how often do you see the conversations

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now move towards value conversation

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rather than who owns the data? You know,

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you know what I'd love to tell you that

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the who owns the data doesn't exist

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anymore, it's always there in the

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background a little bit right and I

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think what the successful companies have

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done is that they sort of get back get

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by that or get beyond that by thinking.

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about what if we do it right so it's the

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really what-if question - what if we were

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able to pool our data what if we were

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able to anticipate failure before it

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happened.

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The only way to do that is to partner



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together, is to share that information

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and I think in the in years past we

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had the friction because we didn't have

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the value proposition. Today we have the

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value proposition and, data is, that data

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is the value proposition I mean you and

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I have heard that data is the new oil.

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Yes and I think that is exactly right in

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our business. That's so true and like I

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guess as cars become electric, they need

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data as the new oil. I think I'm gonna use

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that quite a bit well as we as we kind

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of close out this conversation,

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what are like a couple of takeaways,

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key takeaways that you have for the

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audience that listening in and

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hearing this from us of like actions

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that they can take today to harness all

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of this and create new value

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propositions for their end customers? You

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know it's a great question. I think

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there's a couple of things,

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number one there is no misunderstanding.

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Our business has changed ,our customers

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have changed and we have to change with

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It. In that context, collaboration is the

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number one word. Dealers, OMS, other

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members in the automotive value chain, we

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need to collaborate together, we need to

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harness the insights we have to be

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successful.

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Listen there are lots of challenges in



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the business - there are new entrants

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almost every other month that we're

09:01

hearing about - some parts of the

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different parts of the world - but today's

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OEMs, today's dealers, they have

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fundamentally a trust-based relationship

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with their customers, they need to change.

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They need to keep up with the times

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but that's how they're going to take

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advantage of that asset that they've

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invested in. That's a phenomenal point.

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Right, they have the trusted

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relationships, they have the customers,

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now it's all about taking that

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information that they are access to,

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package it together to create new value

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streams and new value propositions for

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the entire value chain including the

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Customer. Including the customer.

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Really appreciate the time today Brian.

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This was great conversation and really

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good call to actions for the

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audience thank you so much.

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Thanks to you

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