Reach Out and Touch the Future: Accenture Connected Vehicle Services

High performance. Delivered.
Drivers and passengers increasingly expect access to connected services in their vehicles. The connected vehicle space is a fast-growing market and a strategic priority for the Automotive Industry. At the same time, the diagnostics data that these systems generate can provide OEMs with the insights they need to enhance services in areas such as CRM/marketing, quality, customer services, after sales and R&D.

Accenture conducted a global survey of 14,195 consumers across 12 countries to find out what consumers want and how can OEMs fulfill those demands.

To know more, visit www.accenture.com/connectedvehicle
How important is it for you to have the following Connected Navigation Services on your car?

- Traffic Information
  - 50% Already using
  - 24% Very likely to start using
  - 21% Will consider for future usage
  - 6% Not using, nor interested

- Speed Camera
  - 26% Already using
  - 30% Very likely to start using
  - 29% Will consider for future usage
  - 15% Not using, nor interested

- Car Park Spaces
  - 19% Already using
  - 34% Very likely to start using
  - 34% Will consider for future usage
  - 13% Not using, nor interested

- Weather Information
  - 36% Already using
  - 25% Very likely to start using
  - 25% Will consider for future usage
  - 14% Not using, nor interested

- In-Car Search, POI
  - 26% Already using
  - 30% Very likely to start using
  - 30% Will consider for future usage
  - 14% Not using, nor interested

How important is it for you to have the following Infotainment Services in your car? (Services that deliver in vehicle real time information services such as web radio or video news through the IVI and access to entertainment content like music, gaming and social networks)

- Productivity
  - 23% Already using
  - 18% Very likely to start using
  - 29% Will consider for future usage
  - 30% Not using, nor interested

- Educational (eLearning)
  - 30% Already using
  - 11% Very likely to start using
  - 32% Will consider for future usage
  - 27% Not using, nor interested

- Entertainment (internet, music, gaming)
  - 14% Already using
  - 37% Very likely to start using
  - 22% Will consider for future usage
  - 26% Not using, nor interested

- Information (news, stocks and sport)
  - 19% Already using
  - 37% Very likely to start using
  - 21% Will consider for future usage
  - 24% Not using, nor interested
How important is it for you to have the following Convenience Services in your car? (By Convenience services we mean services that allow drivers to activate commands remotely or reduce insurance costs using data on drivers behaviour)

- Remote Services: 30% Already using, 31% Very likely to start using, 28% Will consider for future usage, 11% Not using, nor interested
- Vehicle Health report: 36% Already using, 39% Very likely to start using, 12% Will consider for future usage, 12% Not using, nor interested
- Vehicle Lifecycle Management: 37% Already using, 37% Very likely to start using, 13% Will consider for future usage, 13% Not using, nor interested
- Second Used Car report: 39% Already using, 32% Very likely to start using, 8% Will consider for future usage, 8% Not using, nor interested

Which of the following payment models or methods would you prefer to pay for connected services in your car?

- Monthly fee charged over credit card or paypal: 28%
- Upfront payment in the car price: 26%
- Free basic services subject to in-car advertising: 25%
- Single purchase for a predefined period: 13%
- Payment with partner bonus tools: 8%
Which of the following is your priority style for Services Usage while driving?

- **36%** I value personalized & consistent usage of connectivity
- **51%** Use in-vehicle functions only as meant for better driver
- **13%** Use my smartphone/tablet with full access

Which model/size of car do you drive most often?

- **37%** Middle/Intermediate Car
- **29%** Compact Car
- **11%** Large Intermediate/Upper Class Car
- **11%** Mini/Small Car
- **8%** Sports Utility Vehicle (SUV)
- **2%** Luxury Car
- **2%** Vans
Indicate whether you are using or interested in using the below technologies:

- Surfing the Internet via a monitor in the car
  - Use: 29%
  - Would like to use: 57%
  - Not interested in it: 14%

- In-car feature enabling the ability to read and dictate Emails while driving
  - Use: 35%
  - Would like to use: 9%
  - Not interested in it: 20%

- Operate a smartphone using controls on the steering wheel while driving
  - Use: 20%
  - Would like to use: 17%
  - Not interested in it: 63%

- Streaming music
  - Use: 11%
  - Would like to use: 38%
  - Not interested in it: 51%

Indicate whether you are using or interested in using the below technologies that support drivers while driving/parking their cars:

- High quality navigation solutions
  - Use: 8%
  - Would like to use: 77%
  - Not interested in it: 14%

- Automated breakdown call—a call made automatically
  - Use: 14%
  - Would like to use: 9%
  - Not interested in it: 77%

- Stolen vehicle recovery tracker
  - Use: 5%
  - Would like to use: 17%
  - Not interested in it: 78%

- A system that stops the car automatically
  - Use: 8%
  - Would like to use: 7%
  - Not interested in it: 85%

- eCall
  - Use: 11%
  - Would like to use: 8%
  - Not interested in it: 81%

- Car-to-car communication
  - Use: 31%
  - Would like to use: 9%
  - Not interested in it: 59%

- Insurance black box
  - Use: 23%
  - Would like to use: 10%
  - Not interested in it: 68%

- Full automatic parking assist system
  - Use: 15%
  - Would like to use: 14%
  - Not interested in it: 71%

- Car parking space detection system
  - Use: 10%
  - Would like to use: 12%
  - Not interested in it: 78%

- The car stops if a barrier is too close
  - Use: 13%
  - Would like to use: 9%
  - Not interested in it: 78%

- Car identifies traffic signals, congestion, etc.
  - Use: 4%
  - Would like to use: 20%
  - Not interested in it: 75%
Which of the information technologies/driving support systems listed below would you like to use in your car?

- Lane-changing warning systems/blind spot warning system: 72%
- Front/rear end collision alarm warning: 62%
- Night Vision Device: 67%
- Lane-keeping system: 45%
- In-car video camera to record accident incidents: 54%
- Fatigue warning device: 53%
- Autopilot: 46%
- In-car video camera to record accident incidents: 54%
- Lane-changing warning systems/blind spot warning system: 62%
- Front/rear end collision alarm warning: 72%

Using a scale of 5 essential down to 1 not at all important, how important is it for your car to have the same operating system in the dashboard as compared to your devices?

- Essential: 11%
- Important: 26%
- Neither important nor unimportant: 4%
- Fairly unimportant: 9%
- Not at all important: 4%
Which of the following services do you think is important for your passengers (partner, children etc) to have access to in the car?

- Streaming music for in-car use: 69%
- Surfing the Internet via a monitor in the car: 57%
- Car identifies traffic signals, congestion, accidents, delays, warning the passenger in advance of such situations: 52%
- A system that allows the passenger to stop the car if, for example, the driver suffers a heart attack: 51%
- Front/rear end collision alarm warning: 45%
- Night vision device: 42%
- Fatigue Warning device: 41%
- Access to social media while in the car: 40%
- Lane changing warning systems/Blind spot warning system: 36%
- In-car feature enabling the ability to read and dictate E-Mails: 34%
- Car-to-car communication: 30%
- Lane-keeping system: 29%
- Autopilot: 25%

On a scale from 1 to 10 (10 meaning that in-car technology has the greatest influence over the car purchase decision and 1 meaning that the car's driving performance has the greatest impact on the car purchase decision), what score would you assign for your view?

The cars driving performance has the greatest impact:
- 3% 1
- 4% 2
- 7% 3
- 7% 4
- 12% 5
- 12% 6
- 15% 7

The in-car technology has the greatest influence:
- 20% 8
- 12% 9
- 7% 10
About Accenture

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