Automotive Companies Need to Transform to Digital

**Solution Overview: Oracle CX for Automotive**

The world has changed, and companies need to implement advanced digital capabilities to win.

Connecting and unlocking the value of data in real time to fully understand the customer is the foundation for success in the experience economy. Digital innovation allows automotive companies to reconcile customer and asset data, to anticipate customer needs in the moment, drive efficiency, and increase loyalty. Connected intelligence enables companies to surface relevant, contextual customer data and content to create the proper blend of sales and service that gives them the competitive advantage. Automotive executives who want to succeed must focus on digital implementation and a frictionless customer experience in the current landscape.

Solution Overview

Oracle has decades of leadership in meeting the automotive industry's most stringent requirements at scale, activating the core requirements of the industry to be forward thinking and innovative for the transition to digital. All of this is deployed on Oracle Cloud Infrastructure with next-gen data centers and a global reach- this means a single platform for global, multi-country requirements. Oracle provides a multinational hierarchy to map out global organizations in terms of the processes and complexity that results.

Oracle's data-driven unified platform helps companies have a complete 360- degree customer view and the data connected to asset sales resulting in the ability to increase customer digital interactions with a frictionless experience enabling cross and up sell opportunities. This results in an enhanced renewal rate, greater rate of transitioning customers to subscription models, and driving new revenue as a service. With the connected front and back office as well as the extended supply chain, Oracle's industry-tailored solution gives companies the competitive advantage needed to fully transition to digital and win wallet share.
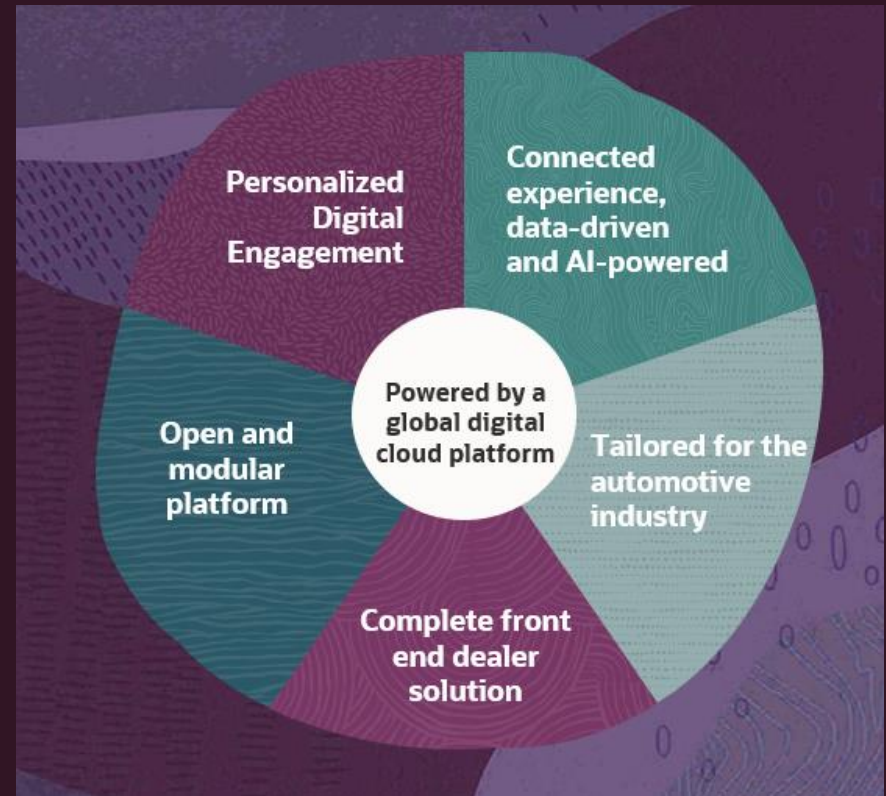
Automotive Companies Compete on CX in the Digital Age

Challenges

Companies lack a unified experience needed in order to create a proper 360 customer profile and link to the sale of assets, so they don't fully understand the customer.

Companies have grown rapidly and expanded through acquisitions with multiple brands and as a result they have multi-system chaos- fragmented processes, multiple systems to track, and legacy systems which decrease productivity.

Companies are faced with demands for new business models and figuring out how to make the transition and leverage their investments like IoT and managed services.

Solution Highlights: *CX Automotive Platform Capabilities*

Digital Sales and Marketing

Customer centric digital engagement

Digital Omni-channel marketing, promotions and recommendations

Net new and Install base sales and marketing execution

Sales Planning, Optimization and Execution

Dealer revenue and compensation management

Deal Negotiation, configurations, quote and contract

Enterprise Services Management

Digital Omni-channel service and engagement

Automotive Industry user experience, processes and data model

Contract, warranty, subscription and renewal management

Field service and dealer resource optimization

Service inventory, returns, depot and **logistics management**

Order management, fulfillment, billing and payment

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