

# The Digital Customer Experience for Automotive

Today's automotive buyer is more empowered and discerning than ever. Experiences matter to them often as much as the product itself. They know they have a choice and they demand a better experience.

The **Digital Customer Experience (CX) for Automotive** is an end-to-end solution that empowers automotive OEM's and dealers with tools that span the full customer lifecycle. OEM's and dealers can quickly identify opportunities, convert those online shoppers into high value leads, engage customers, and deliver an enjoyable and complete buying experience.

## IMPROVE CAMPAIGN EFFECTIVENESS

It's a world where customers expect you to know what they want before they tell you. Automotive OEM's must be able to use data to personalize and target advertisements, and adjust messaging to customers in a way that speaks to them as individuals. To accomplish this, OEM's must have a symphony of tools at their disposal, and the ability to choreograph them to achieve an effective result.

- The Oracle Marketing Cloud consists of a wide array of tools from automation to data science. From BI and analytics to social monitoring and AI-powered chatbots, it connects and analyzes the behaviors, attributes, and activities of customers and prospects. It engages and nurtures customers along the path to purchase, by using data science to leverage large automotive customer data sets, and applying them to targeted campaigns to achieve superior results.
- The Oracle Data Cloud connects and informs smarter actions across the enterprise using internal and external data sources, all while accounting for the necessary commercial, compliance, and privacy rights required for usage.

## INCREASE PROSPECT GENERATION

Automotive OEM's agonize over massive incentive payouts, amounting to approximately \$60 billion dollars annually in the United States. By using targeted, personalized campaigns, you can help to reduce those payouts, by ensuring that a proper incentive is offered to a customer that demonstrates a higher willingness to pay for a given product.

- Oracle Adaptive Intelligent Offers optimizes your company's revenue for commerce transactions through adaptive, intelligent recommendations. The offers engine uses optimized decision science algorithms that continuously adapt to deliver personalized product recommendations and promotions.

### Key Features

- Activate the largest set of online automotive purchase intent data
- Real-time personalization
- Apply artificial intelligence and machine learning to optimize campaigns and achieve scale
- Define customer segments at the individual level

### Key Business Benefits

- Merge your data with Oracle's to make relevant recommendations
- Reduce incentive costs
- Deploy artificial intelligence-powered Chatbots to surprise and delight
- Improve lead quality

### Key Features

- Simplified needs analysis
- Empower your customers
- Easy-to-use integrated tools
- Streamline administration

### Key Features

- Get a complete view of your customer
- Achieve profitable customer loyalty
- Empower your dealer

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- Oracle CPQ Cloud is the best-in-class CPQ (Configure, Price and Quote) Solution, that helps companies improve margins and increase sales productivity. It is a flexible, scalable, enterprise-ready solution that enables dealers to accurately generate quotes within minutes.

## BUILD CUSTOMER SATISFACTION

Customers often complain about the difficulty of the in-dealership buying process, with paperwork sometimes taking up to 4 hours. And once the sale is completed, it can be even more difficult to encourage the customer to return for service or their next purchase.

- Sales and Engagement Cloud provides a comprehensive sales automation solution that connects and extends key business processes with dealers and leverages customer insights to reduce the overall transaction time.
- Oracle Loyalty Cloud offers an enterprise class, comprehensive, cross-channel solution for managing the complete loyalty lifecycle. You can track, reward, and recognize customer behavior, including repeat purchases of products, referrals, social activities, and business with loyalty program partners.




## ACHIEVE THE COVETED 360 VIEW OF THE CUSTOMER

By using a single modern cloud, analytics and data platform, you can achieve a single, consolidated view of the customer during their entire lifecycle, enabling you to provide the best experiences and earn maximum profit.



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## Integrated Cloud Applications & Platform Services

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