



Optimizing the Automotive Buying and Ownership Experience



For more than two decades, Teradata has helped automotive companies understand their buyers' unique needs and behavior, engage consumers with relevant and targeted communications, and influence the customer journey in a positive way—through technology enabled analytics solutions that deliver high-impact business outcomes.

Influence the Customer Journey and Drive Customer Loyalty to Your Brand

In today's highly connected world, automotive consumers have many more choices and easier access to them than ever before. Consumers can go online to search car inventories, "build" their vehicle, and schedule a test drive. They can access product and pricing information at any time and from anywhere, through any medium—and make purchase decisions on the fly. In addition, they have come to expect personalized and real-time service—whether they visit a dealership or call the service center. Moreover, the power of social media has allowed owners to quickly and openly share their sentiments through product reviews and social media posts. News travels so quickly that if a negative customer experience is shared, it can damage a brand's reputation. These trends have changed the way automotive companies must interact with customers to keep them engaged, happy and loyal.

To engage and satisfy consumers in today's physical and digital marketplace—automotive companies must dive deep into their data—consumer, vehicle and manufacturing data—to unlock value and incorporate technology-driven changes across their entire enterprise. Doing so will provide dealers and manufacturers the critical insights they need to understand the individual buyer's unique needs and preferences, predict behavior and trends, react in real time, and present the right targeted offers. If not, even consumers that have been loyal for decades will switch brands.

But gaining transparency into the customer experience, and understanding the customer—over time and across all channels and devices—is one of the biggest challenges automakers face today. This challenge gets further magnified when it

requires understanding millions of unique customers' journeys that involve billions of interactions through multiple touchpoints. With customers interacting through multiple devices and multiple channels over time, most organizations struggle with stitching together these various interactions to get a complete picture of their customer. So even though analytical tools for improving customer insight have become more sophisticated and

widely available, this continues to be a top of mind issue for most automakers. Most companies know they need to invest in a customer-centric data-driven analytics solution, but such an undertaking has been easier for some than others. It typically requires a partner with a time-tested combination of industry and technology knowledge and speed and deployment strategy to move the needle for real-time decision-making and market share growth.

“Our research shows that dealers have a very strong opportunity to influence their buying behavior early on in the purchasing process. By providing a fully transparent customer experience, coupled with a choice of cars that are in tune with the local market not only helps secure a sale, but also one that produces the best margin.”

- Nick King, Insight Director, Auto Trader

Teradata Customer Journey Solution provides capabilities in data integration, advanced multi-genre analytics, and omnichannel orchestration to help companies achieve a comprehensive view of the customer, derive rich insights, and influence each customer journey in a positive way—so they align with business goals and improve key performance indicators.



Customer Acquisition



Customer Growth



Customer Experience



Customer Retention



Marketing Effectiveness

Teradata Customer Journey Solution helps companies gain a competitive advantage and create truly customer-centric customer journeys—transforming every interaction into opportunities to create more loyal, satisfied and profitable customers.

“Automotive manufacturers will need to increase not only their knowledge of the consumer, but forge alliances with many of the applications and service providers for deep insights to the consumer’s wants and needs.”

Gain a competitive edge by orchestrating truly consumer-centric customer journeys

Teradata Customer Journey Solution helps automotive companies unlock the potential of diverse customer, interaction, operational and business data, so they can do more of what really matters, better and faster. The solution components include:

Connected Data: for a Complete 360-degree Customer View

Get a cohesive, unified view for a complete understanding of your customer’s identity, behaviors, demographics, interactions and promotional responses throughout the purchase lifecycle—beyond just isolated interactions at individual touchpoints and channels. Whether in-session customer activity data comes from the Web, mobile or payment systems, or from offline channels such as call centers, dealers, or other physical locations—all this important data gets captured. Unknown web visitors are converted to known individuals

by connecting anonymous real-time digital interactions and login data.

Connected Analytics: to Determine, Drive, and Optimize the Customer Journey

Apply advanced descriptive, predictive, and prescriptive analytic techniques to better understand the customer’s preferences, decision drivers and model their future behavior. Course-correct your marketing approach as you learn new details about your customers with embedded machine learning, and adjust messages and offers with real-time decisioning, to influence and optimize unique customer journeys.

Connected Interactions: to Seamlessly Connect and Communicate with Customers Across All Channels

Guide the customer journey with contextually relevant, individualized communications through any channel

at each point in your customer’s unique journey. Enable marketers to self-sufficiently plan and build compelling campaigns through an intuitive, drag-and-drop interface. Deliver contextually relevant, next best offers based on real-time decisioning, arbitration, business rules and machine learning. Data is consolidated across silos for a complete customer view that drives a more holistic omnichannel strategy with greater accuracy.

With Teradata Customer Journey Solution, automotive businesses can understand customer behavior and deliver personalized real-time experiences across every channel and touchpoint—throughout the entire customer journey. The result? Enhanced customer satisfaction and loyalty.

Teradata has enabled a large automotive customer to standardize their data and glean insights across multiple aspects of its business—resulting in higher product quality, ability to calculate profitability of every vehicle, and traceability to faulty parts or processes in order to manage early warnings and product recalls with speed and accuracy—all leading to better decisions and consumer satisfaction.

Connected Interactions

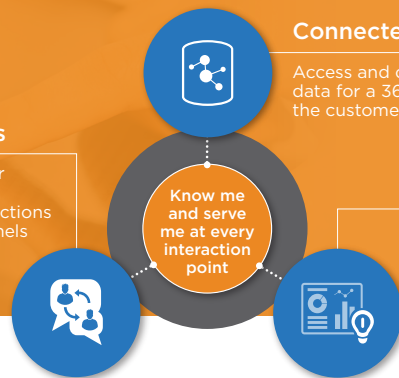
Guide customer decisions with seamless interactions across all channels

Connected Data

Access and connect all data for a 360° view of the customer

Connected Analytics

Gain rapid insights into customer behavior and preferences



What is the Teradata Difference?

Solution and Industry Expertise.

At Teradata, we understand that one size doesn't fit all. Our consultants include advanced analytics professionals and marketing experts who have held executive positions with leading companies across multiple industries. Business capability focused and technology agnostic, our team delivers solutions specific to your organizational needs, data and tools. The result: Targeted capabilities, faster deployment, and higher business value.

A Complete Solution.

Teradata's Customer Journey Analytic solution connects data, analytics and interaction management by bringing together all the required technology and consulting expertise companies need to better understand their customers, deliver a personalized experience across multiple channel and touchpoints, and optimize customer journeys.

Scalability and Performance.

Making sense of billions of events for millions of customers in real time can be challenging for even the largest companies. Teradata provides the capacity to flex and scale as the business grows by supporting increasing volumes of data, providing more advanced multi-genre analytics, and enabling integration with new and increasing numbers of channels.

The Teradata Customer Journey Solution empowers automotive companies to:

- Better understand the buyer's unique needs and preferences, allowing dealers to select inventory based on demand for certain makes, models and features.
- Visualize, understand and manage cross-channel interactions for all customer journeys—whether they come through the Web, mobile or offline channels.
- Identify returning visitors and link anonymous visitors to known identities, in real time, to acquire new buyers and convert more online research activities to sales.
- Predict future behaviors to enable proactive and individualized customer interactions to build long-term, sustainable relationships and reduce churn.
- Understand ownership migration lifecycles and answer questions like, "when will a customer move within or outside a brand?"
- Deliver personalized and relevant offers - through the right channels, at the right time. Develop marketing and promotional strategies which lead to cross-sell and upsell opportunities.
- Retain customers with attractive new or CPO vehicle offers before a lease expires. Promote pertinent incentives, warranties and financing options.
- Improve product quality and customer loyalty with the ability to identify problems early on, trace defective parts or lots, and manage recalls quickly and effectively.
- Scale analytics and marketing activity with little to no impact on headcount. Many customers report reduction in campaign development effort by at least 50 percent.
- Deliver a consistent brand experience, through all channels and touchpoints—strengthening brand recognition and reinforcing brand promise.

For More Information about the Teradata Customer Journey Solution, contact us at Teradata.com/contact-us or visit www.teradata.com/Solutions-and-Industries/customer-journey-solution

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