

Concentrix Automotive Solutions

Accelerators



**Adaptive
Retailing**



**Marketing
Engagement
Platform**



**Connected
Vehicle**



Adaptive Retailing

Easy, transparent shopping experiences that seamlessly adapts to the customer's moment whether digitally or in person.

Digital First Experiences

- On par with the best in any industry, supporting a multi-mode journey with hand-offs as necessary.
- Intuitive ownership app that promotes and encourages use of innovative vehicle features.

In-the-Moment Concierge

- Brand advisors support shoppers with the specific expertise needed at that moment.
- Use the shopper's channel of choice, including voice, text, chat, or other digital means; automate with conversational AI.



VoC Touchpoints

- Lightweight VoC touchpoint to gauge how effective the experience is at that moment in the shopper journey.
- Gather insight into the shoppers' preferences and motivations.

Personalized Re-Engagement

- Re-engage shoppers proactively with persistent context (pick up where they left off).
- Prescriptive analytics to tailor personalized experiences, packages and offers for individual shoppers.



Marketing Engagement Platform

Localization @ Scale

Localization of each touchpoint is in the DNA of Concentrix Marketing Solutions. We've built the **teams and technology** to scale sophisticated **performance marketing** programs to the local level. Each rooftop has access to proven campaigns, volume-based pricing and the ability to make them their own. All with **proactive service and support**.





Connected Vehicle

Complete Connected Customer Engagement

Educate, Enroll and Support with a fully integrated solution.

Data-Driven Optimization

Determine the next best action for each customer to drive feature usage and subscription conversion.

Solution Synergies

Marketing Engagement Platform to drive demand, nurture and convert customers.

- **Revenue Generation**

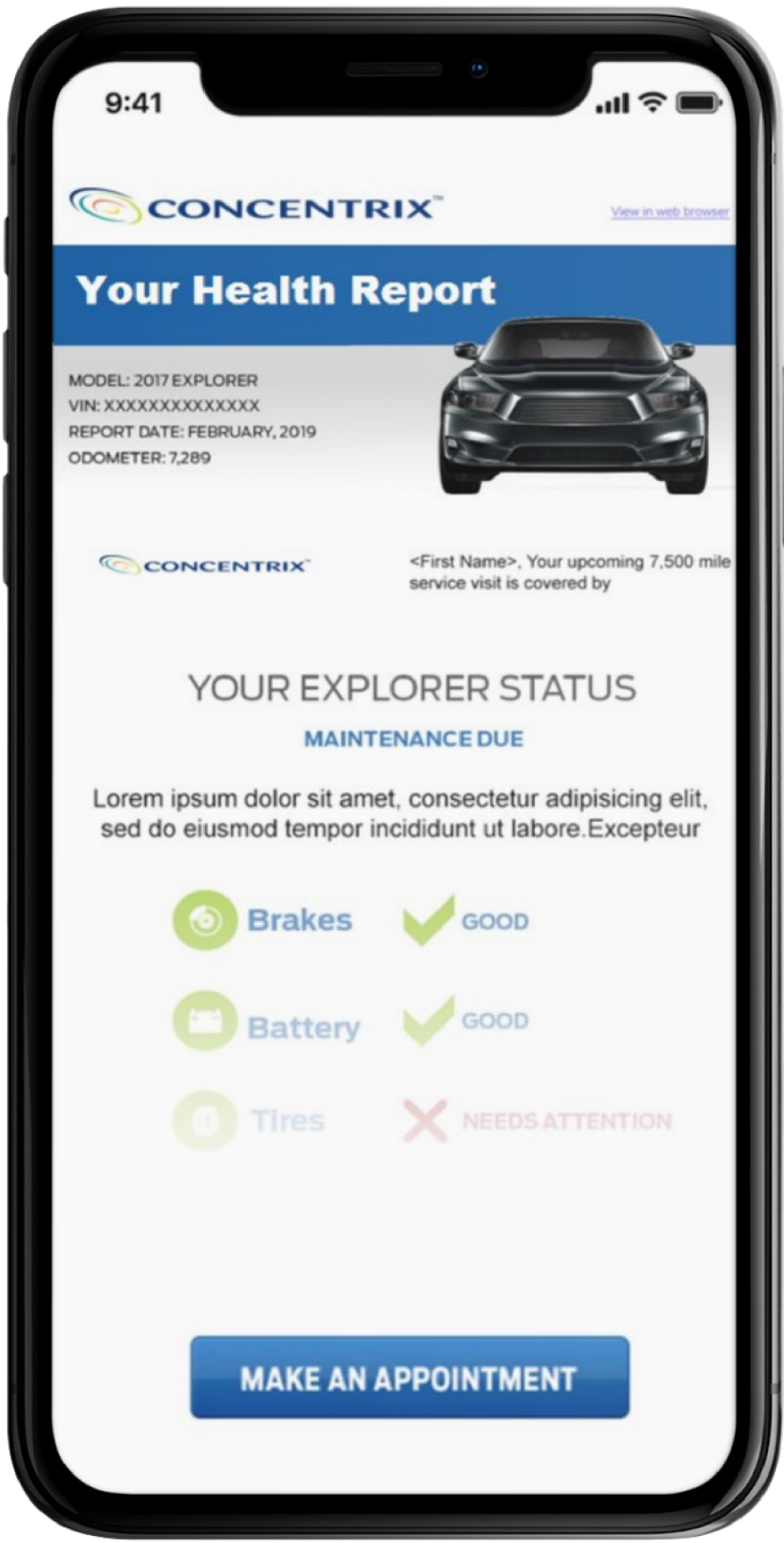
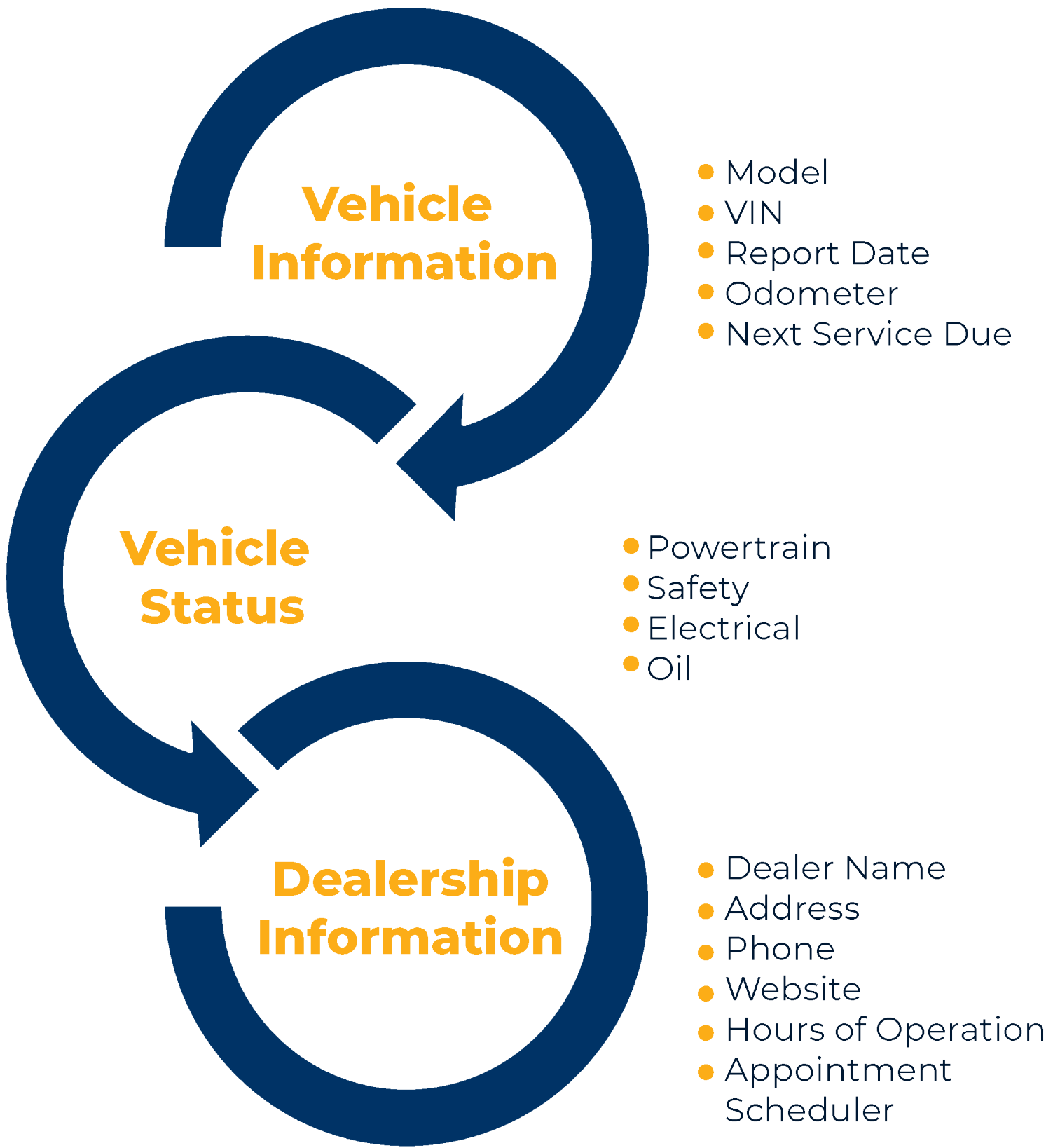
Revenue generation comes in many forms with the connected Vehicle. Define the experience you would like to create and then we will take the strategy into reality

- **Marketing**

The technology has outpaced the average consumer. The connected vehicle is designed to drive repurchase rates among existing owners but how will that happen if customers are not utilizing the system?

Emphasis must be placed on customer education and engagement. Utilize the foundation in data analytics to drive highly personalized customer experiences that directly align with the connected lifecycle. From customer education to subscription enrollment our services drive connected vehicle participation and customer satisfaction. This strategic play leads to usage, subscriptions, customer engagement and ultimately increase vehicle repurchase rates.

Vehicle Health Report



Customer Education

- **Always Engaged**

The program can be delivered to any customer at any time regardless of the assigned dealership. The program integrates with each existing marketing service to provide a unified approach to education and promotion.

- **Customer Specific**

The outlined program is promoted directly to the customer through the existing marketing programs and the dealership. The program is accessible to the customer at their convenience.

- **Education Focused**

The simplified path to customer education takes responsibility from the dealership and provides a sophisticated outlet for the owners to engage and learn

- **Scalable**

The outlined program allows for greater customer participation throughout the customer lifecycle. The digital solution engages all owners at a time they most require the education.

