

# Transforming Automotive Commerce

Capturing More Revenue – from Purchase to Aftersales

As the automotive industry undergoes a transformative shift, manufacturers are facing unprecedented challenges.

Only 52% of global customers are completely satisfied with their current automotive customer journey.

60% of future profits may be at stake if mobility providers continue their business as usual.

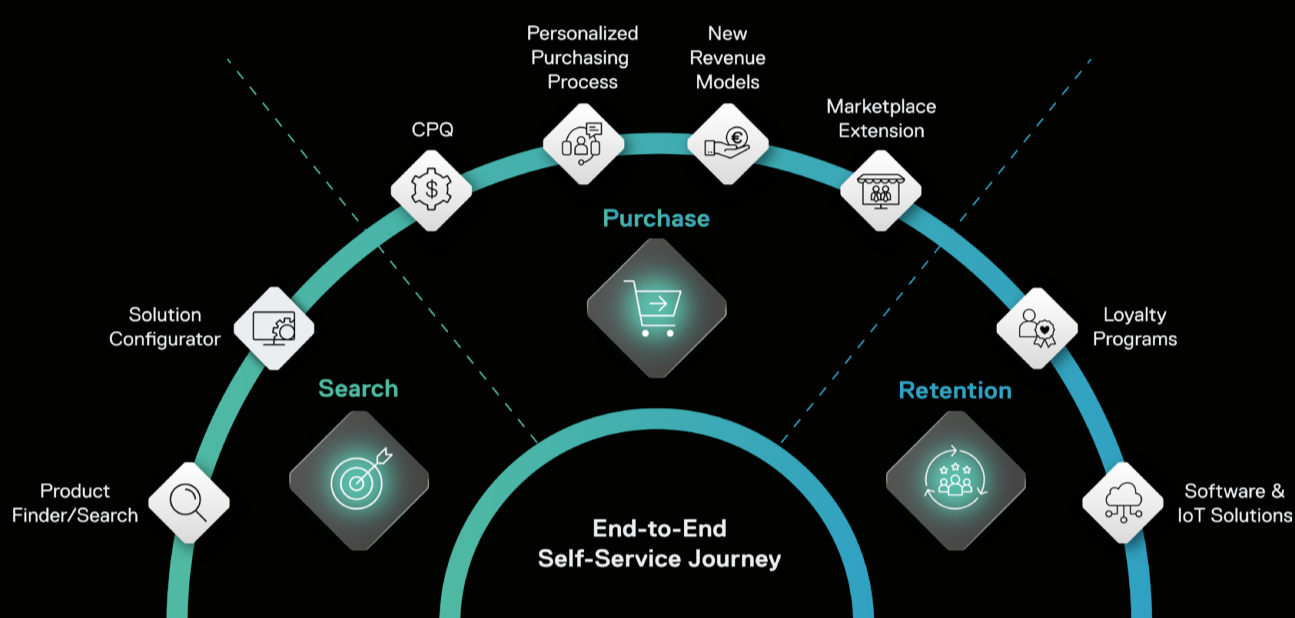
10% of market share growth is achieved by companies introducing digital sales and experiences.

## HOW WILL YOU ACCELERATE OUT OF THE CURVE?

01

### Enable Digital Transformation

Powering Use Cases Along the Digital Self-Service Journey



02

### Cultivate Stronger Relationships

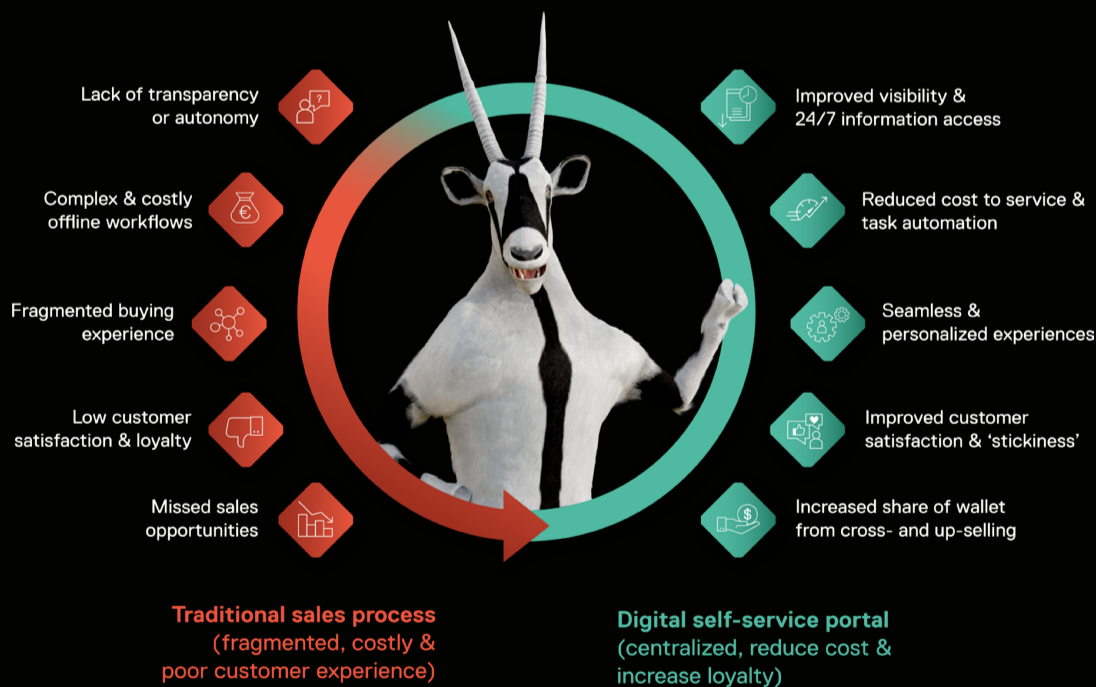
Supporting the full customer life cycle with an extensible digital commerce platform

Traditional Solutions	What's Possible
A disjointed customer experience that deteriorates customer satisfaction and loyalty	Increase loyalty and market share growth by delivering exceptional digital sales experiences
Cart abandonment and lost sales when customers cannot find what they need	Increase share of wallet with a one-stop shop, leveraging a Marketplace to expand assortment without added inventory cost or risk
Lost market share due to lack of seamless, data-driven self-service solutions, enabling 'anywhere, anytime' buying	Optimize customer lifetime value with a digital self-service portal that supports the end-to-end buying journey—from initial purchase to aftersales products and services

03

### Integrate a Digital Self-Service Portal

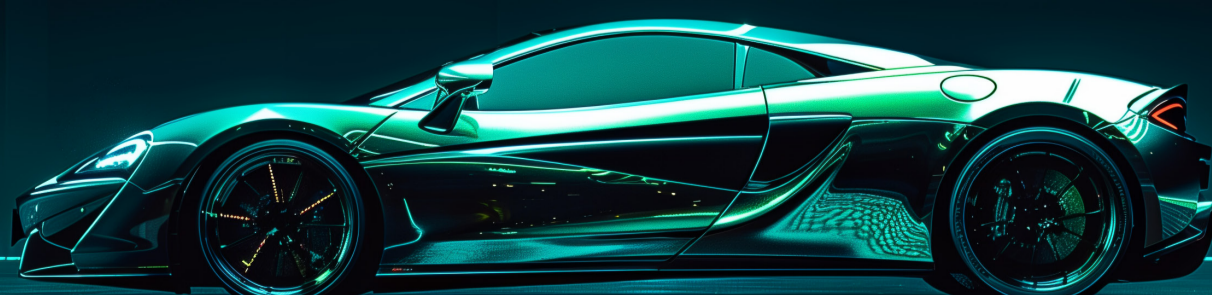
Transforming the Customer Journey From Purchase to Aftersales



### Ready to transform your business?

Start driving growth today while preparing for tomorrow

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