

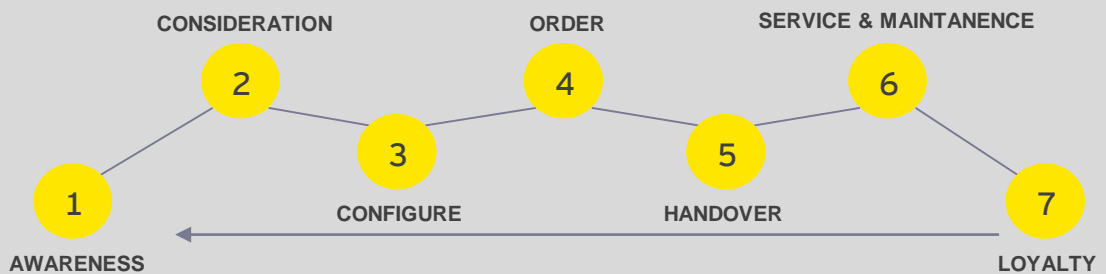
The automotive in the state of emergency

Is your business ready to keep working when customers stay at home?



Due to the current situation, global vehicle sales will dramatically decline and traditional distribution models can not cope with it. What to do to minimize damage, apply the customer centric approach and turn the ongoing crisis into a long-term opportunity now and even in the “new normal market post Covid-19”.

Customer journey 2.0



Measure that you can implement immediately



Redirect outdoor marketing resources to online environment where customers spend currently more time than usually

Make sure you are reachable online and you can serve your customers as much as possible through live chat or Skype

Offer customers extended online configuration assistance; proactively communicate the availability of stock cars

Give detailed information about the current situation

Offer an at-home delivery to your customers

Provide special offers of assistance - pick-up service/mobile service to enable customers not to leave their homes

Remember to stay close to your customers in these hard times

These initial steps are important to minimize damage **now**. However, to create long-term opportunities, much deeper changes alongside the customer journey are needed.

Lead2Car



- ▶ Automotive Importer and Dealership dedicated CRM tool for convenient everyday use. Tool provides efficient customer communication across all business areas (sales and aftersales), complex customer data accessible from one place, sophisticated customer segmentation, consent management, overview dashboards, easy mobile device access to use the full potential of your leads and customers.

Dealership of the future



- ▶ We support our clients in the design and implementation of the whole transformation to the upgraded format of new digitalized dealership from network planning to project roll-out.

Online sales



- ▶ Our team has broad experience in designing the online sales concept to complement client's current network. Our services include MVP design, network integration and further development preparing.

CONTACT



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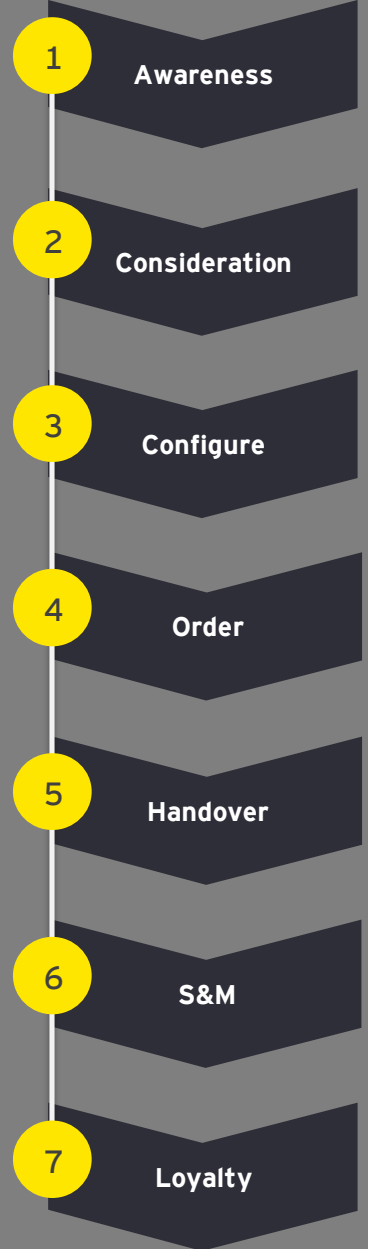
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How can you modify customer journey to create new opportunities for your business?

- ▶ Analytical tools for monitoring of individual activities within your online environment; optimization of online marketing
- ▶ Video-tool as an alternative to physical presence at dealerships to ensure interactive connection with customers
- ▶ Use of augmented reality and virtual reality for configuration
- ▶ Online sales of new & used vehicles; stay in touch with customers during the process of sale, keep them up to date
- ▶ Use of CRM to gather customer information for further communication
- ▶ Online reservation; drop-off service; use of service cam for possible service order extension or upselling possibility
- ▶ Implementation / optimization of a complex CRM tool to segment customer database and implement automation in terms of addressing customer needs



Only holistic approach, combining immediate actions with long-term improvements, will help you succeed.

Our team is ready to support you!