

TATA COMMUNICATIONS



Powering the Next-Gen CX Landscape for Automakers



Abstract:

In today's competitive automotive landscape, Customer Experience (CX) stands as a critical differentiator. Beyond the quality of the luxury product itself, consumers increasingly value seamless interactions, highly personalised services, and proactive ongoing support for their vehicles. The advent of connected vehicles and a gradual evolution of the sales channel to a hybrid model comprising of D2C and franchisee stores, opens unprecedented opportunities for auto manufacturers to engage with customers at every stage of their journey, from initial interest to long-term ownership and subsequent owners.

This white paper explores the transformative potential of how Tata Communications can enable next-generation customer experience for auto manufacturers. We delve into the integration of customer experience across all channels, from pre-sales to ownership lifecycle, and highlight the myriad benefits for manufacturers, customers, and users alike. By harnessing next generation platforms, seamless connectivity of vehicles, leveraging valuable telemetry data, auto makers can increase customer satisfaction, drive loyalty, and unlock new revenue streams.



Elevated CX for all buyer personas

With our true multi-modal omni-channel capability, automakers can optimise operations to elevate their current CX landscape to unprecedented levels across all buyer personas:



**Prospective
buyers**



**Existing customers
and users**



**Resale
buyers**



Prospective buyers

Traditionally car buyers do an in-depth product research, do multiple test drives and engage deeply with the brand before making the final buying decision. As automakers gradually add D2C to the mix of existing sales channels, new-age platforms can greatly enhance this early engagement with the brand through following use cases:



Personalised marketing: Leverage data analytics to deliver tailored promotional offers and recommendations based on individual preferences and browsing history.



Seamless online-to-offline transition: Ensure consistency and continuity as customers transition from online research to in-person dealership visits, with personalised assistance and support.



Omni-channel sales support: Empower sales representatives with real-time access to new prospect and existing customer data, enabling personalised interactions and streamlined transactions across multiple digital touchpoints irrespective of a new customers device or location. Leverage data to track new prospects from the beginning of the sales journey to intimately know the history of every prospect's journey.



Virtual test drives: Offer virtual test drive experiences, allowing customers to experience the vehicle's features and performance from the comfort of their own homes.



Real-time car stock availability: Buyers can get a real-time view of the inventory across dealerships for increased transparency.

Existing customers

Customers and users are traditionally the biggest brand custodians in the automotive space. Their experience has a huge impact on the future sales of the new launches. By elevating the existing car owners, new revenue streams can be carved out with an increased brand loyalty. Some of the use cases which can greatly improve the driver experience are:



Subscription models and SOTA (Software Over-The-Air): Provide EV owners with seamless access to cutting-edge software updates and upgrades for their vehicles. Proactively communicate new features, enhancements, and bug fixes, offering convenient installation options, be it over-the-air or at service centers.



Charging infrastructure support: Provide assistance in locating and accessing charging stations, including fast chargers - at home, work, and public locations.



Enhanced connectivity and seamless digital services: With AI/ML-powered Intelligent Routing, automakers can ensure uninterrupted access to digital services, offering customers swift connectivity across diverse multi-access technologies.



Enable enhanced security and safety: Through seamless connectivity and embedded sensors, vehicle security can be greatly enhanced through live tracking and subscription-based additional security features.

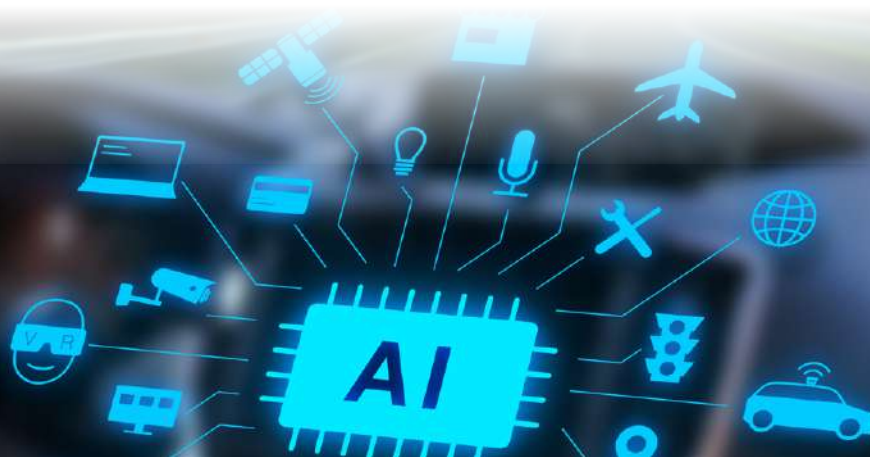


Dynamic Insurance plans based on telematics data: Automakers can offer their customers dynamic premiums-based insurance plans based on their driving behaviour collected from the telematics data, rewarding good driving behaviour while building a new revenue stream.



Transformative driving experience for automobile customers through in-car conversational AI: SDVs which are equipped with a conversational AI, which is fully integrated with embedded internal systems and external platforms; can radically transform how drivers interact with their cars and create a more personalised and intuitive driving experience.

- **Control vehicle functions:** Adjust climate control, seat settings, or even sunroof operation using voice commands.
- **Receiving in-car tutorials:** The AI can offer interactive tutorials on new features or functionalities within the SDV.
- **Proactive assistance and driver monitoring for enhanced safety:** Conversational AI can analyse driver behaviour and speech patterns to provide proactive assistance and safety features like drowsiness detection, distracted driver warnings and personalised safety tips.
- **Predictive maintenance:** The AI can prompt the driver to schedule maintenance based on real-time diagnostics or predict potential issues based on driving behaviour.
- **Point-of-interest recommendations:** As the customer drives by a coffee shop she frequents, the AI can suggest a quick stop for her favourite drink.
- **Personalised navigation:** The AI can learn customers' preferred routes and suggest alternative options during traffic congestion or recommend scenic detours on leisure trips.
- **Seamless integration with smart home systems:** Conversational AI in an SDV can connect with the driver's smart home system to enable remote control and management of smart home appliances.



Resale buyers

Pre-used cars are highly popular. But currently, manufacturers have no visibility into the second-hand buying process and new owner details.



Identify change of car ownership: With seamless connectivity and data integration, this can change. With details of the new registration and change in driving behaviour, automakers can identify the new owner. Bespoke subscriptions, personalised updates, and insurance plans can then be tailored to the new buyer.



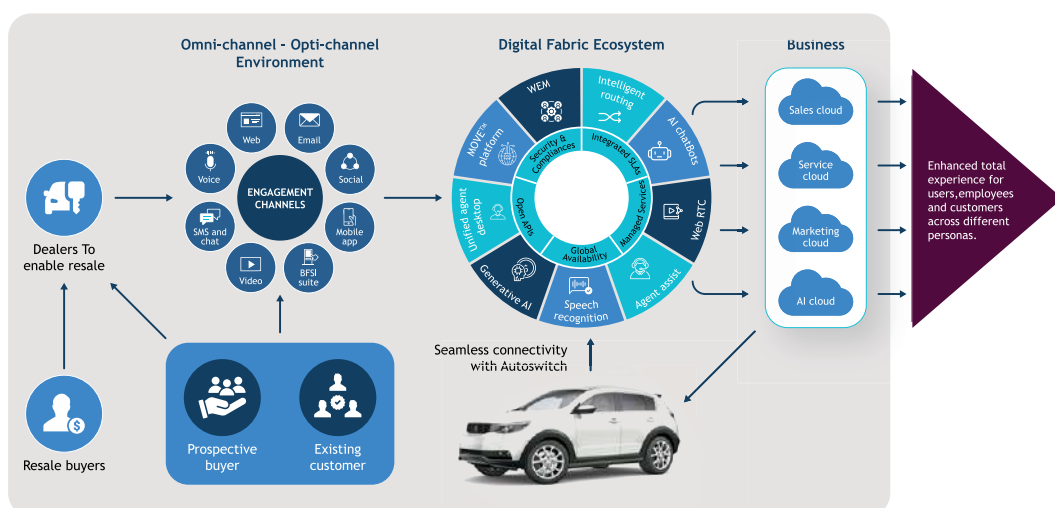
Transparent vehicle history: Provide transparent vehicle history reports that detail the maintenance, service records, and ownership history of pre-owned EVs. Disclose any accidents, repairs, or incidents that may affect the vehicle's condition or value, building trust with potential buyers.



Extended warranty and support: Offer extended warranty options and comprehensive support packages for resold EVs to provide peace of mind for new owners. Provide assistance with warranty claims, roadside assistance, and maintenance support to ensure a positive ownership experience.

The ecosystem required to power this transformative customer experience

To deliver these cutting-edge use cases, foundational requirement is a seamless digital fabric spanning across connected cars, inbound and outbound communication channels, contact center platform, CRM and the analytics cloud. This schematic captures a broader framework of how disparate components can come together to enable transformative customer experience use cases, powered by our digital fabric.



As depicted above, data flows in from all customer persona types through multiple channels including dealership as one of the operational channels. All these engagement channels feed into our digital fabric ecosystems through specific connectivity avenues. Through a seamless connectivity with Auto-switch capabilities, the car also becomes a data source, integrated directly with the digital fabric ecosystem. These ecosystems are integrated with sales, service, marketing and AI cloud to enable the analytics and insights which are then used to optimise the overall process and improve the resulting total experience.

Here are two examples of how Tata Communications enabled industry leaders to transform their customer experience landscape.

One of the largest global automakers faced the challenge around tracking customer life cycle journey. Additionally, a manual and disintegrated way of dealer interaction with customers resulted in a degraded customer experience. We deployed a Cloud AI based framework that covered Customer Interaction Suite (Contact Center, SMS, Voice, WhatsApp and Chatbots) for the automaker and dealers network. It provided a scalable cloud solution that enabled Self Service, Voice BOT and the Live Agent Modules. It was also tightly integrated with the centralised CRM which enhanced the Total experience (Agents, end customers and Dealers) for the Automaker. Additionally, Cloud API based Platform reduced the dependency on Capex & manpower that optimised cost and increased process efficiency.



One of the largest global logistics solution provider faced the challenges around elevating their customer and employee experience. An on premise setup resulted in high costs, a high call handling time and a lack of scalable architecture which prevented innovation. We deployed an integrated CX and EX solution framework for their 14000+ agents located in 203 sites across 110+ countries. Our cloud AI based contact center framework integrated all existing siloed applications which resulted in:



Increase in
YoY CSAT



Reduction in overall
operating expenses



Reduction in average
number of tickets



Reduction in average
handling time



Conclusion

Next-generation customer experience holds immense promise for automotive manufacturers, enabling them to differentiate their brands, deepen customer relationships, and drive business growth. By integrating CX across all channels and platforms and leveraging the connectivity and telemetry capabilities of modern vehicles, automakers can deliver unparalleled value throughout the customer journey, from pre-sales engagement to long-term ownership satisfaction. In this complex environment, we feel that a close working relationship with consultants and system integrators, will ensure an integrated solution delivering the best and cost-effective value. Tata Communications can underpin significant areas of the overall solution – namely the digital infrastructure required to enable the CRCs through a plethora of channels across Voice, programmable SMS, rich media messaging and Video among others. To realise maximum value from the ecosystem, it is imperative ecosystem players operate together and we have a well-established model with the lead SI. Embracing this transformation is not only essential for staying competitive in today's market but also for shaping the future of mobility and redefining the automotive experience for generations to come.

About Tata Communications

Tata Communications is a leading global digital ecosystem enabler that powers today's fast-growing digital economy. The company's customers represent 300 of the Fortune 500 whose digital transformation journeys are enabled by its portfolio of integrated, globally-managed services that deliver local customer experiences. Through its network, cloud, mobility, Internet of Things (IoT), collaboration and security services, Tata Communications carries around 30 percent of the world's internet routes. It connects businesses to 60 percent of the world's cloud giants and four out of five mobile subscribers.

Its global reach underpins the company's capabilities. It owns the world's largest wholly-owned subsea fiber backbone and operates a Tier-1 IP network connecting to more than 240 countries and territories. Tata Communications globally delivers a superior, always-on experience. We maintain a Leader position in the Gartner Magic Quadrant. Plus, reassuringly, we are a Cisco Gold Standard UC Experience' partner globally. We have your business covered.



For more information, visit us at www.tatacommunications.com

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