

On the way to a mobility experience

The Pega Mobility platform

Major carmakers are bracing for a transition – from pure vehicle manufacturer to mobility provider. And there's far more to this trend than just people driving their own cars. Mobility also means:

- Car sharing or ride sharing
- Using public transportation
- Parking and other services
- Booking hotels or concerts

As in other digitalized industries, customers expect their mobility providers – and that includes the automotive sector – to provide them with complete end-to-end service that seamlessly covers every aspect of mobility and ensures a perfect “mobility experience.” Only this can build long-term brand loyalty among existing customers in the dynamic world of mobility – and win over new customer groups who may lack an emotional connection with cars.

Major manufacturers are now considering these new approaches, but they're still a long way from implementing them.

The user – not the vehicle – is the focus.

Connected cars – that is, cars equipped with full Internet access – already provide a broad range of data. This is the starting point for the further development and integration of mobility services. And for turning this data into a revenue stream as part of a rigorously customer-centric approach.



Key challenge

The focus is on the user, not the vehicle. It's user needs and preferences that providers need to know, not vehicle features. At the moment, this is only partly the case; dealers may be familiar with customers' procurement cycles and technical preferences, but they know little about their social environments, habits and activities.

Solution

Offering a mobility experience requires manufacturers to address the entire “customer journey” with a consistent solution. They must be ready to support the customer during every stage of the trip with personalized, tailor-made services. And the job is nowhere near finished when the user closes the car door and walks away.

Artificial intelligence is key to the right offer

A platform for managing and monitoring the customer journey must work across channels – in call centers, in web browsers and on smartphones. This enables the processes controlled by artificial intelligence (AI) to offer mobility customers comprehensive personalized and context-based services that cover very different aspects of the customer journey.

If a customer is traveling to the airport by car, for example, the solution can find out whether that person's flight has been canceled and simultaneously suggest an alternative departure or a hotel stay. The solution selects the alternatives on the basis of customers' previous behavior and the preferences they have expressed on past journeys. In a further step, the technology can even anticipate customer behavior and optimize the customer experience even more.

The optimal customer journey

The goal is a customer journey that is perfectly designed to meet the individual's needs. The starting point can be the driver's seat of a connected vehicle, but this isn't the only option – after all, the standard is no longer the optimization of vehicle technology, it's the perfect customer experience.

Requirements of a mobility platform:

- End-to-End
- Live
- Supported by AI
- Scalable
- Consistent across channels

End-to-end means that automated, intelligent process orchestration not only offers services along the customer journey but also implements them. Partner subsystems must be fully integrated. The mobility platform needs to map the customer experience from start to finish: The customer journey is only over when the traveler has arrived at home or in a suitable hotel room.

Not just a dream

Manufacturers already have what they need most to realize this type of customer-centric platform: diverse data on customers, including information gathered from previous journeys. Now it's time to use this data to identify demand and develop services. The technology for this is ready and waiting: the Pega Platform.

