



How can automakers put owners first?

Owners and dealers demand effortless brand, vehicle, and aftermarket experiences

Increased complexity. More competition. Faster innovation. Uncompromising consumer and regulatory expectations. Intelligent and connected vehicles have changed the game for automakers, dealers, and consumers alike. Now automakers must connect every dot – between data, systems, dealers, partners, and processes – to create true value at scale.

Delivering aftermarket services challenges automakers to create consumer value instead of disruption at the moments that matter. From roadside or maintenance events, to standard, recall, and warranty repairs, failing to deliver aftermarket excellence poses huge safety, legal, and financial liabilities. So, how do you seamlessly orchestrate an ecosystem that eliminates risks and delivers positive consumer outcomes every time, while unlocking profitable relationships for you, your dealers, and partners?



Aftermarket is no afterthought

While median profit margins for automotive sales are 9%¹, margins for aftermarket services are 25-30%.²

For automakers, aftermarket services present an untapped business opportunity. As profits for vehicles and parts are flatlining or declining, aftermarket services can help bolster profit margins and offset growing cost pressures and exposure. But providing superior services – both to dealers and directly to consumers – requires a different set of processes, tools, and insights than traditional OEM systems support. The new automotive ecosystem is complex and always on, and many automakers struggle to connect it all.

Out-of-date success measures. Siloed systems. Disjointed processes. Many automakers are approaching these challenges with cobbled-together technologies and outdated aftermarket strategies and solutions. To connect vehicle, consumer, and contextual insight, you need to define various customer journeys and use real-time capabilities to deliver high-quality, effortless service at every turn.

Unlocking simplicity in the aftermarket

The model for providing aftermarket services is changing. It's no longer just the VIN you need to focus on. You need to remove effort and obstacles from consumer experiences of owning and maintaining vehicles. Consumers expect OEMs and dealers to understand what vehicles they own to connect them to the resources they need to quickly get back on the road – whether that's expert advice from a customer advisor, relevant recall information, or instant roadside assistance from a functional expert.

You need a way to instantly pull customer data, household insights, vehicle information, and historical and interaction data into a single, consolidated view that can trigger action anywhere, anytime. Then you must use that insight and deliver contextual, personalized guidance in real time. And you also need to orchestrate the connected vehicle, owner, and user ecosystem to be sure complexity doesn't bleed into customer interactions. By streamlining these underlying processes, you can remove the effort and frustration of vehicle ownership, use, and care.

3 steps to becoming truly owner-centric

Here's how to achieve seamless, consistent service:

1

Put the connected vehicle to work to deliver the digital service that your customers expect. With its abilities to provide real-time updates, the connected vehicle enables you to anticipate needs and detect events instantaneously. By applying intelligent automation to create personalized customer experiences in the moments that matter, you can **build customer value in every service interaction.**

2

Your customers want to feel safe and secure in their vehicles. That means when something goes wrong, they want it fixed – fast. **Orchestrate intelligent, frictionless service roadside or in the bay** to provide simple, “push button” service anywhere or anytime it's needed. This connected approach ensures that technicians know what they need, no matter where they are.

3

Make sure your aftermarket services are perfect, even when your vehicles are not. Connecting, streamlining, and automating workflows helps to **simplify the warranty and recall experience** for consumers, dealers, and regulators alike. Fully connected processes help make the claims and recall process more efficient, eliminate disruption, drive compliance, and enable rapid recovery of under-warranty investments – all with less effort than ever before.

¹ Moody's Investor Service, “Automotive manufacturers and parts suppliers - Global: 2019 Outlook”, December 2018

² Ambadijadi, Aditya, Alexander Brotschi, Markus Forsgren, Florent Kervazo, Hugues Lavandier, and James Xing. “Industrial aftermarket services: Growing the core.”

How to make it real (and get real results)

Implementing a simplified approach to aftermarket services requires automakers to make three significant changes to the current model:

Empower better decisions

Leverage a real-time AI engine that recommends the next best action across all channels. Optimize every interaction to improve the delivery of aftermarket services and ownership experiences, increase revenue opportunities, and improve customer loyalty.

Orchestrate end to end

Bridge the gap between your business, dealers, key partners, and consumers. Implementing end-to-end automation and robotics empowers automakers to create effortless, end-to-end consumer experiences and deliver outcomes with real return on investment – for dealers and for you.

Streamline customer experiences

Smash through silos by designing your customer journeys with connected workflows. Using journey-centric rapid delivery, you can streamline the necessary tasks to deliver outcomes quickly and easily.


Whether a consumer contacts you directly or seeks service through a dealer, a third-party partner, or indirectly via your technical assistance team, they expect the same seamless experience. With the help of these new capabilities, you can simplify vehicle ownership and drive greater lifecycle value for your customers.

Despite many challenges, like growing consumer expectations, complex new technology, and increased recalls, leading OEMs are strategically approaching aftermarket innovation. They are investing in the transformation needed to deliver proactive, digital aftermarket services because they see tangible economic value.

Some results include:

- **400% faster execution speeds**
- **\$50 million annual operating and claims savings**
- **Improved claims accuracy**
- **New visibility into systemic quality issues**





"Annually we do more than 4 million auto glass repair or replacement jobs... We turned to Pega for a solution that really allowed us to focus in on the customer-facing aspects of our application."

– Matt Weger
VP, Application Development, Safelite AutoGlass

Who's getting it right?

Leading automakers are already embracing this approach, with dramatic results.



OnStar streamlined the subscriber journey using Pega Customer Decision Hub™ to drive the next best action every time.

[Learn more](#)



Nissan automated the diagnostic process to ensure vehicles get fixed right the first time.

[Learn more](#)



Ford Motor Company uses Pega's One Warranty Solution to integrate with 70 internal systems to quickly adjudicate claims, anytime and anywhere.

[Learn more](#)



Goodbye silos. Hello seamless, intelligent automotive and mobility experiences.

To learn more about how leading automakers are delivering customer-focused aftermarket services, visit us at:
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