



Delivering mobility moments that matter

Orchestrating automotive and mobility
customer journeys and experiences





The concept of “journeys” has become well-known among customer experience professionals across industries. This is especially true for automakers. As they seek to create effortless, personalized experiences, many have grappled with digitizing and streamlining traditional automotive experiences at moments that matter. And it’s about more than fixing old, disconnected interactions. **Now, seamlessly weaving together transactions and experiences is considered a prerequisite for mobility service providers.** As more critical points of interaction arise, automakers must connect and automate processes to transport consumers from point A to Z.

But the challenge with engaging mobility customers goes beyond interacting with traditional vehicle shoppers and owners in one context and then treating them separately as mobility customers in other circumstances. Many mobility customers may never actually buy or own a car or engage with a dealer. And their transportation journeys are complex: they are often multimodal and consumers leverage the channels of their choice to interact with mobility providers. As they do in many other digitized industries, customers expect their transportation or mobility providers to provide them with complete end-to-end services that enable them to move seamlessly through their lives – no matter the length of the journey.

For each journey, every next interaction or step along the way represents a chance to delight...but is also a chance to disappoint, or even worse, leave a consumer stranded before they’ve reached their destination. While many original equipment manufacturers (OEMs) have mastered delivering a nearly perfect quality vehicle, many are unprepared to act as a transportation service provider. As anyone who has ever tried to travel by any mode knows, there is no tolerance for error when it comes to mobility. To deliver on consumer expectations and brand promises, OEMs must adopt new tools, techniques, and end-to-end processes.

To deliver on consumer expectations and brand promises, OEMs must:

- **Adopt new tools**
- **Advance their techniques**
- **Implement end-to-end processes**
- **Provide consistent, excellent service.**

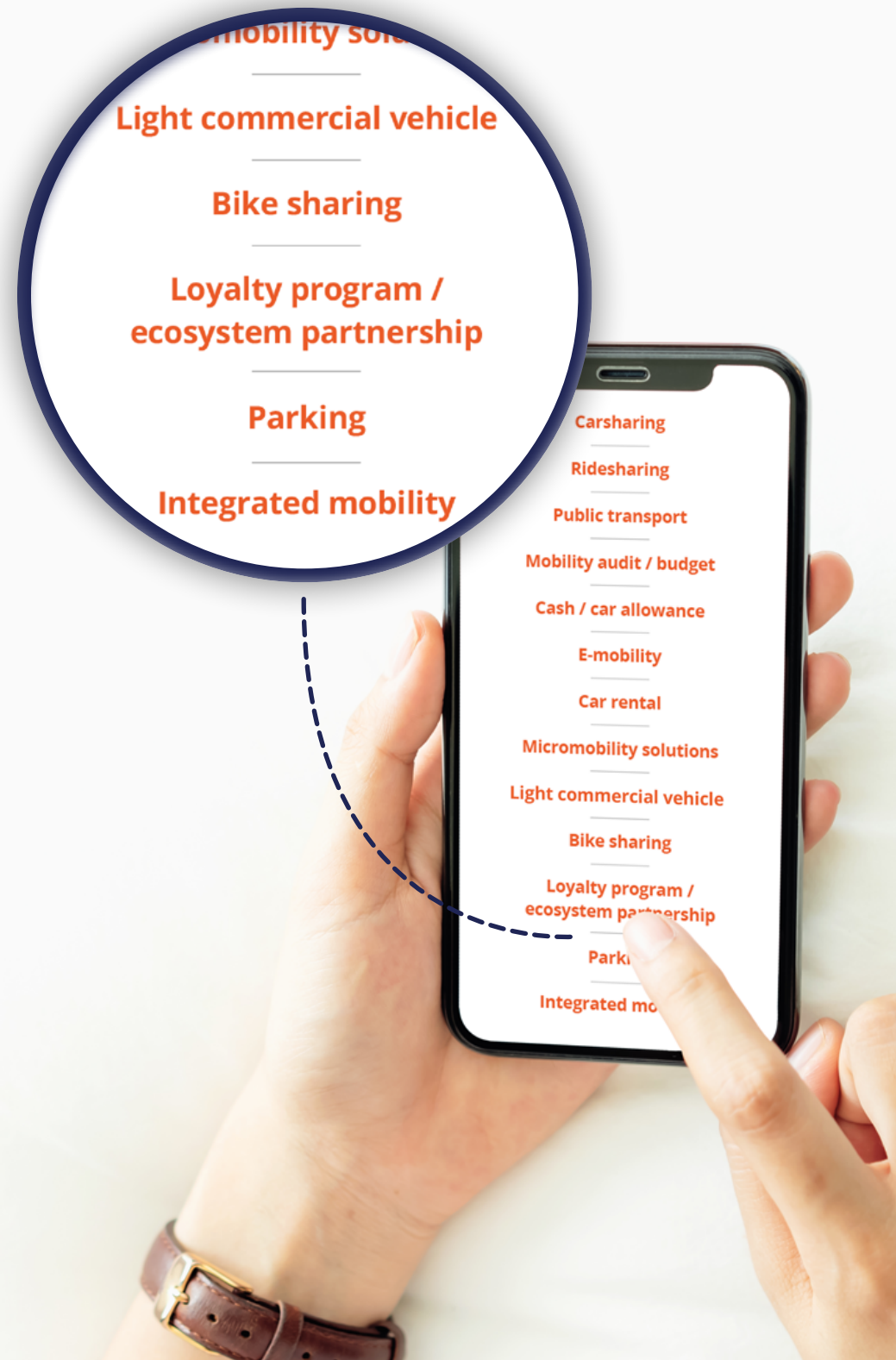
Major automakers are now experimenting and starting to scale some of these new approaches with little to no integration into legacy automotive interactions. But they are still a long way from effectively implementing them at scale. Luckily, there are two common accelerators that can help rapidly align the old with the new.

Focus on customer journeys, not vehicles

When an individual engages with your brand in multiple different contexts, it can be difficult to determine how best to engage and to understand the context of their current need. When it comes to mobility, a consumer can wear many hats. Is she a vehicle shopper? A passenger in their family vehicle? An owner encountering a service or maintenance event? A customer summoning a rideshare? A fractional customer of a taxi, a scooter, or a bicycle to get from the office to the train station? Or are they all of the above?

Based on these context clues, the automaker, dealer, or service provider must decide what the most important action, offer, or utility to provide to instantly meet her needs or expectations.

The variability in customers' preferences and needs highlights why it's so important for providers to focus on the customer journey, not merely traditional vehicle features and other insights. While OEMs and dealers may be familiar with customers' shopping and buying habits, requirements and technical preferences, they often know little about their lifestyles, habits, and activities. As these habits and activities are important to know when providing mobility experiences, manufacturers must now learn more about their customers' lifestyle choices to address the entire customer journey with consistent, quality solutions – from sheet metal to services.



Automakers must be ready to support the customer during every stage of their journey with personalized offers, capabilities, or services that remove effort and add value. It's about a fully connected mobility experience. So the job isn't done when the customer closes the car door and walks away. Connected vehicles present the opportunity to collect volumes of data like never before, which, when integrated with existing customer data, will present OEMs with the opportunity to learn a great deal about their prospects and customers, and enable them to deliver connected mobility services.

They then must turn this plethora of data into insights and actions. They will have to combine consumer data with new profile, behavioral, and interaction data types across multiple journey types and critical moments, to both orchestrate and monetize traditional and new mobility service journeys. Only then can automotive enterprises hope to become truly customer-centric.

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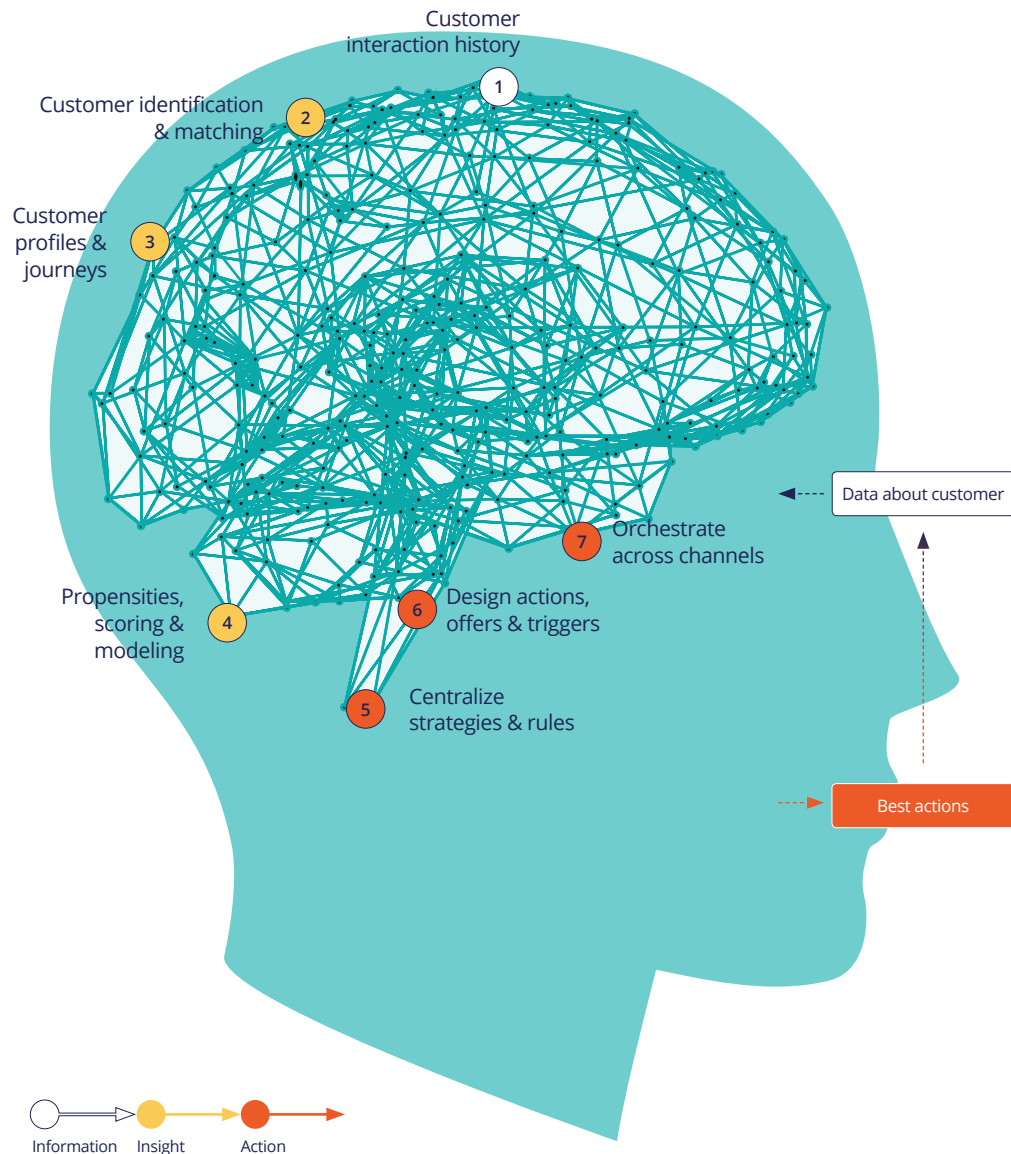


Know your customer: Effectively engage at each moment that matters

Auto manufacturers who moonlight as mobility service providers can no longer afford to “fly blind” when it comes to engaging and supporting customer journeys of every type. They require an air traffic control-like platform for orchestrating the multimodal customer journeys and experiences for prospects, owners and customers. These aren't omni-channel experiences, they are “on my channel” or channel-less, spanning call centers, web browsers, social media, smartphones, as well as the UX/UI in connected vehicles, bicycles, scooters, or other modes, and across a range of white label and other ecosystem service providers – beyond the OEM and dealer.

This kind of orchestration solution must enable 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 next best alternatives on the basis of the 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.

The "one" single brain approach



Perfecting the customer journey and the customer experience

It all begins with understanding the consumer and their context. The goal is a customer/customer journey that is perfectly designed to meet the individual's needs at every moment that matters. The starting point can be at home, planning a trip for work or for fun, or even at the driver's seat of a connected vehicle. That's why mobility providers must move beyond optimizing vehicle technology or product features and focus as well on their customers' preferences. Nowadays, it's all about perfecting the customer experience – no matter where the individual may be.

Key requirements of a mobility platform:

- **End-to-End**
- **Real-time**
- **Supported by AI**
- **Scalable**
- **Consistent across any channel**

End-to-end means that automated, intelligent process orchestration not only offers services along the customer journey but also executes 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 – for now – when the traveler has arrived.



Start with one journey at a time with Pega

So, how can automotive brands who are also becoming mobility service providers engage consumers in any context to deliver the kinds of branded, personalized, relevant, and effortless experiences that build on (and not erode) decades of brand equity? The answer lies in automation. These are journeys that require orchestration and “navigated engagement” (like air

traffic control is for synchronization of flights) to achieve this. This requires a platform that has a Next Best Action / Next Best Offer capability, and the orchestration of systems, touchpoints, and experiences – ideally, in real-time. In that way, car makers can maximize the value of every consumer as a prospect, owner, or customer of traditional and emerging mobility services.



Integrated Mobility Services

Individual, transportation-shared-services of every variety that gets consumers from point A to point B

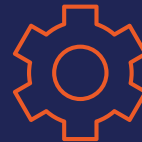
Connected Vehicle Services

Services enabled by vehicle connectivity that support vehicle lifecycle, owners, customers and fleets to ensure seamless safety, security, operation, support and value

Captive Finance for Mobility Services

Manage seamless different multimodal asset-based as well as service-based revenue streams

Intelligence
“Make Decisions”
Artificial Intelligence
Business Rules
Decision Hub



Automation
“Get Work Done”
BPM
Case Management
Robotic Automation

Data Services

Data Visualization Layer Connectors / Adapters Event Streams

Pega Platform™



Cloud choice

Existing Systems
(SAP or other ERP, etc.)



The bottom line

The traditional automotive business and customer engagement model isn't going away anytime soon. In fact, the push to digitize automotive experiences is a catalyst for the kind of new capabilities OEMs must enable to deliver multimodal mobility journeys and services. What OEMs need are not separate solutions for separate consumer contexts. They need an ability to detect any kind of consumer in any context along any kind of journey and deliver the next best interaction. Automakers already have what they need most to realize this type of customer-centric orchestration: 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 solution to deliver on both the automotive and mobility mandate for consumers in any context is ready and waiting: [the Pega Platform™](#).



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