



SOLUTION BRIEF / AUTOMOTIVE



Driver.Centric: A holistic digital customer engagement solution for automotive retail

Digital transformation, online sales, increasing competition and ever-evolving customer expectations - the global car dealer market is changing at an unprecedented speed and scale. Customers expect a superior customer experience - Car dealers must utilize a central customer data profile to allow personalized engagements through new digital channels. Customer interest driven digital campaigns and offers will allow new customer wins and increase customer loyalty.

NTT DATA's Driver.Centric platform is an omnichannel and GDPR-compliant solution that enables dealers to create and deliver outstanding digital customer experiences across all customer touchpoints.



DRIVER.CENTRIC
Digital Business
Center Solution for
Automotive

What offers Driver.Centric?

Even though online vehicle sales are booming, car dealers remain the most important customer contact point. Therefore, dealers can no longer avoid to offer new ways of customer engagement through digital channels.

Driver.Centric provide dealers with a consolidated view of their customers to optimize current and future digital engagements. Driver.Centric enables you to integrate customer data from various sources (DMS, CRM, sales workplace, websites, vehicle exchanges, and social networks) into one holistic customer profile. Respective data insights will be leveraged to execute personalized and interest driven offers and campaigns.

Main advantages of the solution

- **360° customer profile:**
All contact, vehicle, service, location and business data along with interests are integrated in one single customer profile.
- **Digital Automation:**
Time savings through automated engagement tactics. Expand customer loyalty through personalized & relevant interactions.
- **Full integration into existing systems:**
our cloud-based solution fits seamlessly into your system landscape without the need of new infrastructure. Existing data will be integrated.
- **Increase customer loyalty:**
personalized offers, tailored campaigns, customer APP services including dedicated loyalty programs.

32% of time saved

Optimize recurring tasks with Driver.Centric through marketing automation – time & costs savings



The customer profile at the centre enables the delivery of a personalized experience.

Driver.Centric Customer Journey



Driver.Centric is an omnichannel platform for digital customer engagement:

The 360° customer profile makes all interactions with customers and prospects visible at a single glance: when was the last workshop visit? has an offer been made? when does the manufacturer's warranty expire? which additional offers would be of interest to the customer?

Intelligent marketing: with Driver.Centric, all your customers can be addressed individually along the customer journey via all digital channels.

With the Driver.Centric app, all your customers can be reached digitally, and exclusive offers or updates can easily be distributed based on individual interests.

"We have seen many software solutions (including from the vendor), but none have delivered the promise of a 360° profile as well as the NTT DATA solution."



Belinda Dreilich
CEO of Erkner Group



Use Cases

- Transform your traditional processes to a new digital business model and get a single profile of all customer contact data across all channels, including operational car data from CRM, sales workplace, and DMS.
- Find the right customer segments for your offers.
- Track marketing campaigns online, measure their effectiveness and use this data to make your next campaigns even more effective.
- Improve data quality by avoiding duplicates, correcting postal addresses and identifying inactive email accounts.
- Offer exclusive partner benefits as well as tailor-made offers and discount promotions.
- Ensure that your customers are personally addressed, based on their expressed interests and behaviors.



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Highlight

Improve your customer interactions with the 360° Driver. Centric customer profile. Optimize your data quality and reach your customers across all digital channels.



Start your journey now
and book a demo workshop
with us

About NTT DATA

NTT DATA – part of NTT Group – is a Trusted Global Innovator of Business and IT solutions with its headquarters in Tokyo. We support our customers in their transition through consulting, industry solutions, business process services, IT modernisation and managed services.

With NTT DATA, customers and society in general can move confidently into the digital future. We are committed to our clients' long-term success, combining global presence with local client support in over 50 countries.

For more information, visit de.nttdata.com

Contact us

Christian Höfken
Managing Consultant, Service Line SAP
CX NTT DATA Deutschland
M: +49 151 6450 6061
Christian.Hoefken@nttdata.com