



SOLUTION BRIEF / AUTOMOTIVE

FollowX: Your key to deliver a total Xperience

Autonomous driving, electromobility and new sales models from vehicle manufacturers are changing the aftersales business of the future. Furthermore, digital changes in the customer ecosystem and in the vehicles themselves are generating ever greater customer expectations with regard to aftersales services. These and other factors are also increasing the pressure on the automotive trade and associated dealerships and service companies. Price and performance transparency as well as fast, targeted and binding communication channels in particular have become important decision-making features for customers and are forcing the automotive trade to evolve. With FollowX we are offering you a comprehensive solution that supports the automotive trade in all of these areas.

What is FollowX?

FollowX creates transparency in aftersales – for employees and customers. Vehicles and vehicle keys can be located indoors and outdoors without any expensive radio infrastructure. At any given moment any employee in the dealership knows where the vehicle and keys are and what a vehicle's repair status is. As has long been the practice in mail order businesses, on request, customers are continuously updated of any changes in status and are thus kept fully informed throughout the repair process. Additional modules allow for digital service advice and customer-oriented communication.

The solution's key advantages

- Employees spend less time looking for vehicles and keys, leading to reduced costs.
- Fewer calls from customers and thus relief of the service staff through proactive communication.
- Seamless transparency regarding the vehicle's location and its current status within the service or repair process.
- Additional cross- and up-sell potentials thanks to a professional and digital customer approach.
- Simple and fast customer communication.

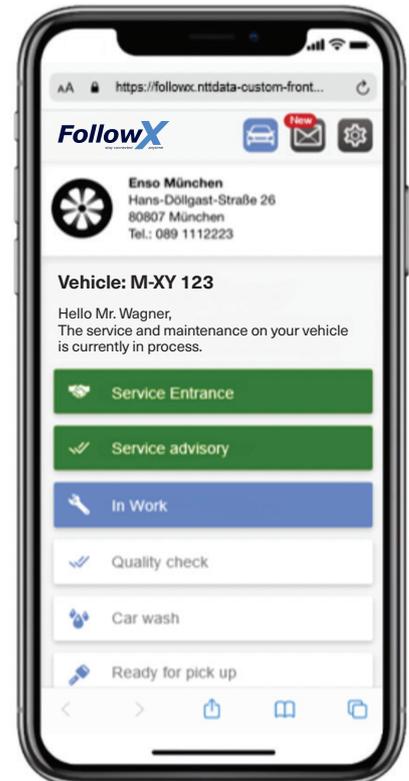
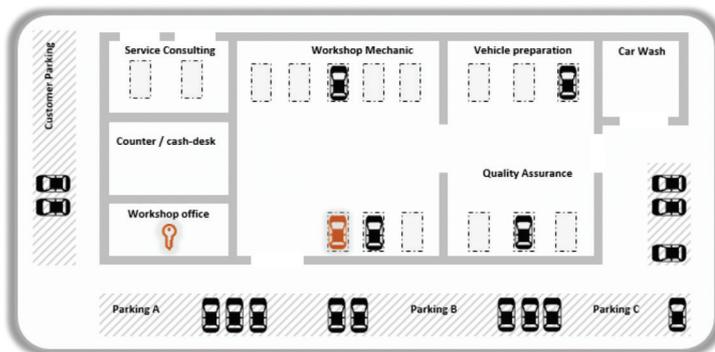
Save up to

100.000€

a year thanks to 99% lower search and communication efforts



FollowX – vehicle localisation and status tracking made easy



- Vehicle and key localisation indoors and outdoors.
- Use of inexpensive location technology in conjunction with GPS/Bluetooth.
- No interventions in the local IT infrastructures required.
- Dealer-specific configuration of the workshop and parking areas.
- A flexible process model for determining and controlling the current repair status.
- Web-based front end for all common media platforms such as tablets or smartphones.
- Customer communication via the various communication channels available on smartphones, e.g. text messages, WhatsApp, emails and browsers.
- Push notifications for status updates during the service or repair process.
- No need for customers to install a complex app.

“Greater transparency during the process creates greater customer trust. FollowX delivers a clear added value for the customer and thereby offers dealerships an accepted platform for additional routes of value-oriented customer communication.”



Oliver Köth CTO
NTT DATA Germany

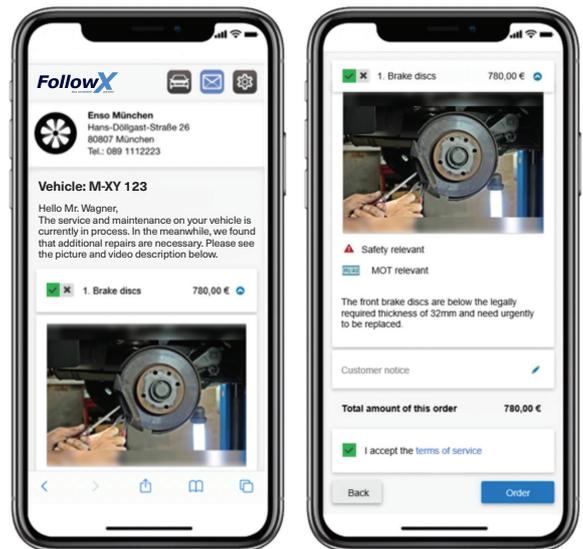


Digital service advice & customer communication

Service employees can select the necessary repairs quickly and easily using predefined modules and thus explain them to the customer in an easily understood format. In addition, FollowX allows you to create diagnostic and explanatory videos and to make them available to the customer.

Via the “digital service advice” module **customers can be contacted quickly and easily** in the event of order amendments or additional repair costs. Customers see the need for additional repairs immediately and can consent to them directly online.

What’s more, FollowX’s integrated chat functionality allows for real-time communication with the customer without the need for additional infrastructures.



FollowX – Technology

- A modular and cloud-based software solution that does not require any local IT infrastructures (server, database, etc.)
- Intuitive user interface
- Web-based front-end for all common media – no app installation required
- Free choice of communication channel for the customer
- Little implementation and training required

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