

Industry Solution Brief  
Automotive

# Driver Portal

THE BEST RUN



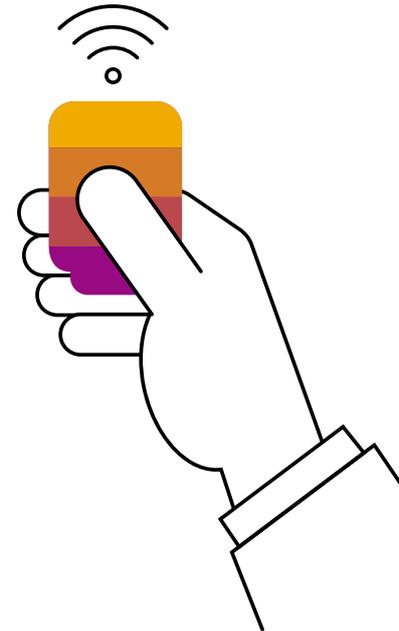


## Connected to the Future

Ever since Carl Benz wheeled his Patent Motor Car out of a shed in Mannheim in 1885, the **car has represented more than just a means of transport**. Now the car's role is changing again, becoming a hub for connectivity and services that go beyond anything traditionally connected to the automotive industry.

This is where new revenue opportunities lie – the ability to offer services from paying for fuel to using the car as a place to leave packages. Today, cars have to be more than transport. They need to work harder to rival the myriad of goods and experiences competing for the consumer's money, and offer the kind of convenience we've come to expect from smart devices. This is a crucial element of increasing loyalty to a brand and keeping customers. The connected car is the car of the future.

For the driver the benefits are obvious. For the car maker, the opportunity to turn services into revenue is enormous. A car that pays for parking in every city a driver visits across a continent, allows its occupants to shop while travelling and enables the manufacturer to generate income from this level of convenience is more than the car of the future. It's the future of the car industry. And as the concept of ownership moves from drivers owning a specific vehicle to a contract that buys the right to a car, the account-based framework that underpins these services becomes the most effective method of communicating with the customer.



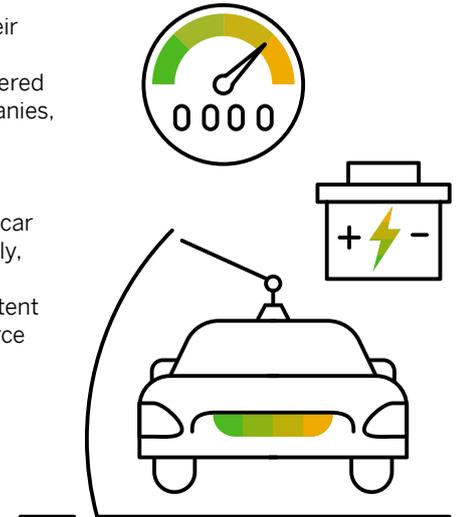


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But providing and charging for services isn't enough. There is a need for car makers to own these opportunities, and that means controlling the technology used to deliver them. Apple CarPlay and Android Auto already offer some of these services but, as a car maker, you aren't in control – the tech providers are. That puts them in control of the data and effectively of the customer. To provide the experiences customers expect, car makers need to own this data and determine the look and feel of the technology.

This goes beyond what customers see on their devices. With the increasing proliferation of screens in car interiors, if every screen is covered in different apps designed by different companies, the cabin of your next model is not going to adhere to the brand's design ethos.

Manufacturers need to take control of the in-car experience, the revenue streams and, crucially, the data generated. Creating a drivers' portal that works across all channels, acting as content platform, a personal assistant and a commerce engine is the solution.





# One Platform, Many Opportunities

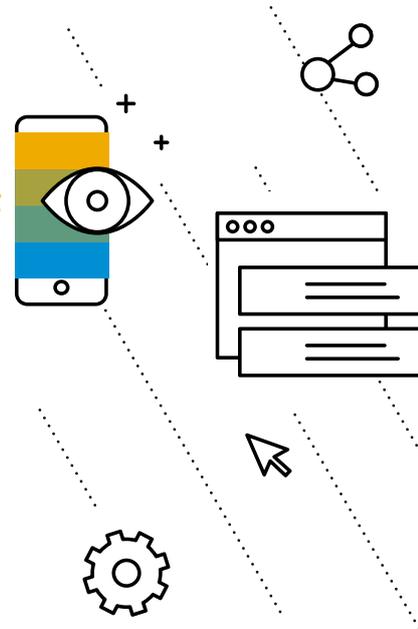
The SAP Customer Experience drivers' portal solution puts the driver at the center of the connected world it creates. It's immensely **versatile and flexible, combining multiple functions in a single package**. And it gives the manufacturer the chance to deliver contextual, targeted marketing for the services it provides through the portal, making the experience for driver and manufacturer seamless.

## Collection and integration of customer data.

Gather and own the data your customers generate, and use it to deliver relevant, timely offers that you'll know they'll want. Powerful machine learning analyzes and assesses data to find opportunities that might otherwise be missed.

**Control the user experience.** Keep every touchpoint looking and feeling like your brand, not someone else's. When you invest in an SAP Customer Experience solution, it becomes yours and works for you.

**Third-party integration.** Providing the range of services your customers want requires third parties, so SAP Customer Experience solutions efficiently incorporates their systems, removing the need for your organization to get involved. It's faster, simpler and more cost-effective.



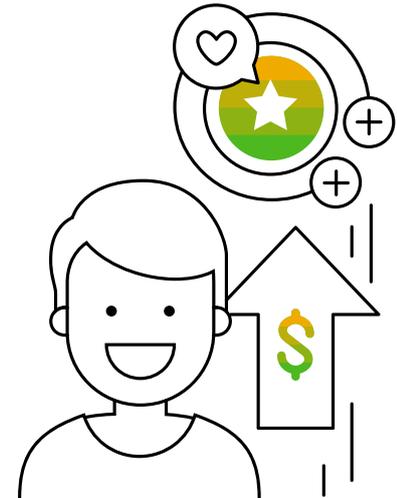


# One Platform, Many Opportunities

**A platform for all commerce.** Bringing all your commerce activities together in one platform simplifies your operations and makes it easier for the customer to use. With SAP Customer Experience, customers can access everything from branded merchandise to tow bars, and use one account to pay for it all. Add third party suppliers and you create a powerful commerce solution that provides huge choice and convenience.

**Take payment in the car.** Drivers expect convenience and you need to provide it. SAP Customer Experience creates a single cart that can be used to buy goods and services from third parties, such as hotels and fuel providers, or paying for manufacturer services such as maintenance and car-sharing.

**Boost driver involvement** with driver loyalty programs, including a reward system for economical driving. This is especially effective for fleets.





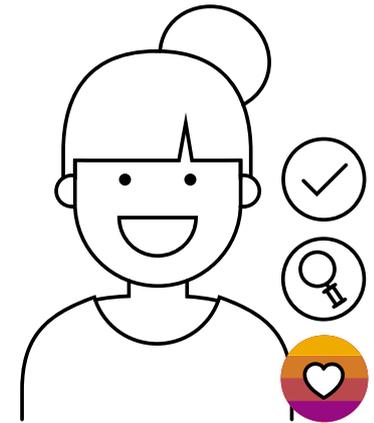
# Take Control of the Customer Experience

Creating one platform to provide access to every service means more than giving your customers what they want. It has the potential to become the single access point to your brand, in the same way that for most people, online banking is how they interact with their bank. SAP Customer Experience provides that access point, giving you control over how your brand is represented and helping to build a stronger relationship with your customers. A relationship based on a deep understanding of their needs, wants and desires, fuelled by data. That relationship enables you to become a true service provider, one that your customers trust and rely on.

It also means that you're generating revenue from the services you provide rather than paying someone else to do it. You own the access point, control the services and benefit from the revenue.

The ease with which third-party vendors can be integrated, along with their payment systems, allows you to offer a truly comprehensive range of services. For a potential customer, that could make the difference between your vehicle or a rival brand's.

The benefits of using SAP Customer Experience's solutions go deeper than the customer-facing element and revenue. We help your organization become faster, more efficient and more agile. Implementing our solutions is fast and, because they integrate with existing systems, it's straightforward. So you can launch quickly and get ahead of the competition. SAP Customer Experience helps you stay ahead, too; its extendable, customisable nature means you can add, change and upgrade as you need to, making future changes as quick as easy as the original launch.





### Summary

Now is the time for car manufacturers to lead the development of the connected car. Relying on technology providers will not guarantee control of data, the ability to generate revenue from services or the strengthening of the relationship between brand and customer. A single point of access to the brand that offers the customer everything in one place, integrates third-party services and gives the brand control over every aspect of the business provides the answer.

SAP Customer Experience's solutions give you all of this and, because they're based on our class-leading enterprise software, they're adaptable and flexible. So your brand can create precisely the solution it needs.

### Objectives

- Monetize the in-car experience.
- Incorporate and offer third-party services.
- Control data collection and analysis.
- Provide a fully-connected customer experience with convenience at its core.
- Make the brand an integral part of the drivers' life.

### Solution

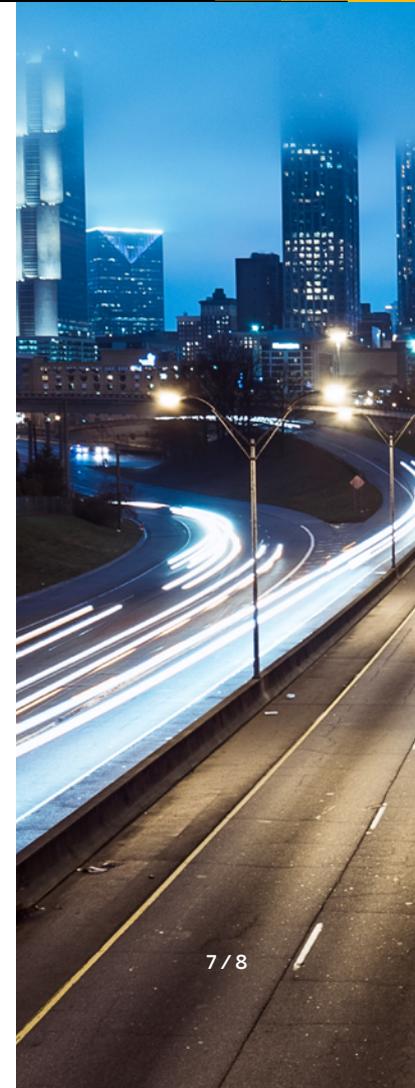
- Gather data and analytics, and use it to develop a strong relationship with the customer.
- Automatically integrate third-party services and payment methods.
- An adaptable platform that can be customised to match the brand's look and feel.
- Offer hyperconvenience, making it easy to buy goods and services from the car.
- Create driver loyalty to the brand and reward them for their involvement

### Benefits

- Customers enjoy a truly personal experience.
- Revenue from all services, including from third-party vendors.
- Control brand image and tone across all channels and touchpoints.
- Maintain customer loyalty that extends to their next car-buying decision.
- Quick and easy to extend and adapt to changing business conditions.

### Learn more

To find out more, please contact us at [sales@hybris.com](mailto:sales@hybris.com).



# SAP Customer Experience

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