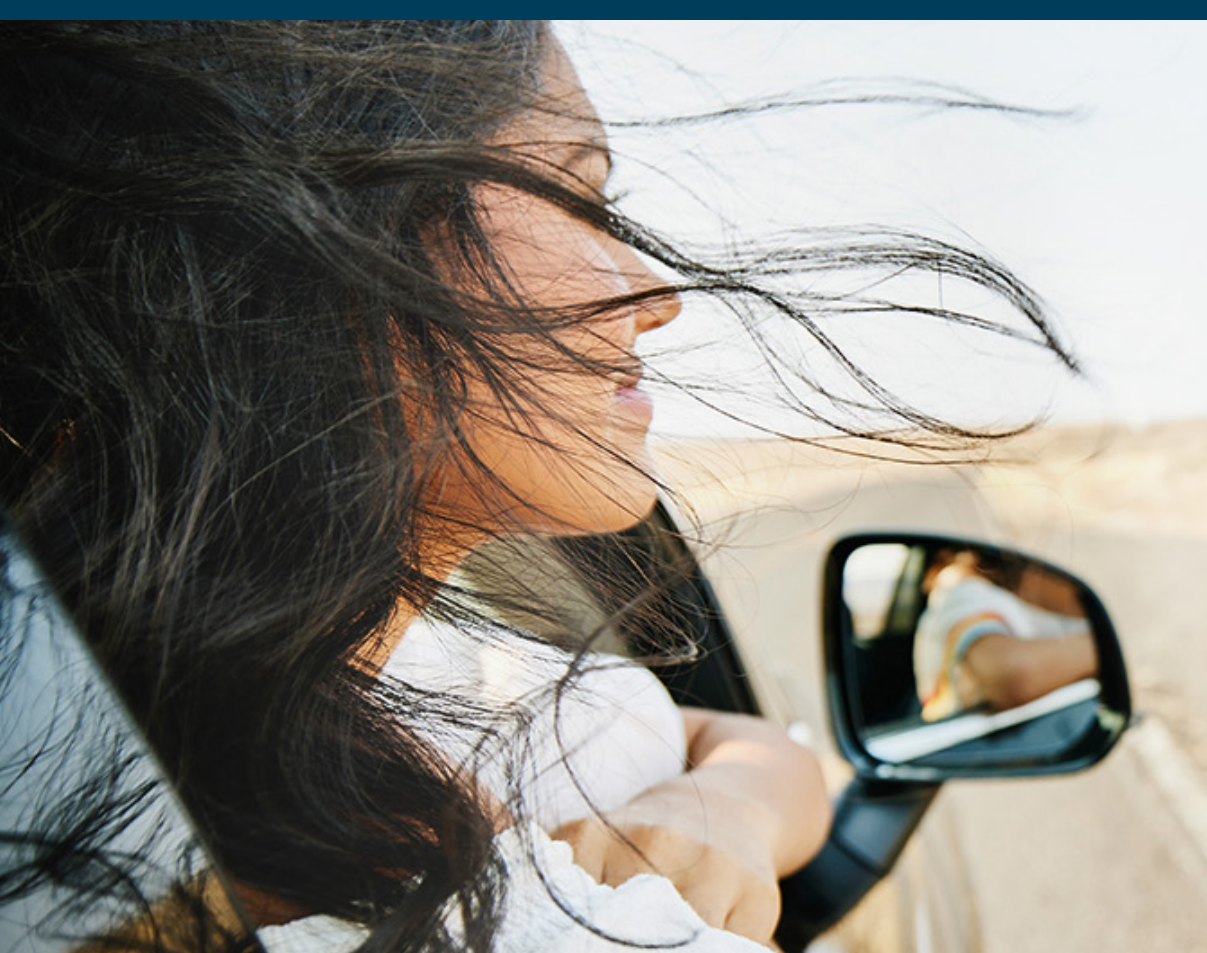




# How Can Customer Data Drive A Better Automotive CX?

To turn car shoppers into brand loyalists, OEMs and dealers need to reimagine the car buying experience. Concentrix and Salesforce® surveyed 300 leading OEMs and dealers across the automotive industry to gain insights into where the rubber meets the road in improving the CX automotive journey.



## CX Vision and Strategy

Delivering great CX starts with having a vision and a strategy, but it can't end there.

Our research shows that leading organizations are more confident in their ability to communicate their CX vision and strategy, which better positions them to deliver successfully.

“Customers don't experience a brand's vision or strategy—they experience its execution.”



**Patrick Smith**  
Senior Director, Product Strategy and Marketing  
Concentrix



## CX Enablement Resources

Having a CX vision and strategy is great. Communicating it is even better. Where organizations struggle the most is in effectively budgeting for its enablement. Our research shows a 49% difference in enablement between leading organizations and those who are limited in their CX maturity.

Leaders are:

**+49%**

more likely to enable their CX vision and strategy

**41%**

more likely to procure the technology required to enable their CX vision and strategy

**39%**

more likely to recruit and retain the talent needed to deliver on their CX vision and strategy

## Effective Use of Customer Data

The better that customer data can be used to improve the customer experience, the more data customers will want to share – and the more the customers share, the better the CX that can be provided. To be excellent stewards of customer data, automotive organizations must:

1. Manage complete and accurate data for each customer
2. Enable access to the data
3. Use the data effectively to deliver great CX at every point of customer engagement



Our research shows that there are common attributes that are holding organizations back, regardless of their CX maturity.

## Shared Barriers to Success

No matter where organizations fall on the CX maturity scale, they all face barriers to success. Our research shows that there are common attributes that are holding organizations back, regardless of their CX maturity.

- Organizations who are **limited** or **learning** in their CX maturity struggle most with budgets, data quality, and indecision from their leadership.
- What sets these two groups apart is that **32%** of **limited** organizations also struggle with a lack of sophistication or skill from their staff, while **25%** of those who are **learning** struggle with a lack of adequate technology.
- **Leading** organizations see budgets as a key barrier as well, but they're more concerned with a lack of time than skills or technology.

“The OEMs and the dealers have to build a better communication piece and have to be willing to share data more, that's where the Salesforce Automotive Cloud™ and technology can help.”



**Vicki Poponi**  
VP, Automotive Industry Advisor  
Salesforce



## The Road Ahead

There's no question that the opportunity remains for many organizations to improve their CX vision, strategy, and enablement. Leading OEMs are showing the way, but those who are Learning and Limited have work to do in properly resourcing their CX enablement through better talent, technology, and process.



Connect With Us

There's much more data we can help you explore. With decades of experience meeting the needs and challenges of the automotive industry, we can help you navigate—and orchestrate—this new Automotive landscape.

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