



Case Study

Immersive Customer Experience with Self-Service Vehicle Tracking Application

A prominent European vehicle manufacturer **significantly reduced customer inquiries** with implemented self-service tracking solution **for built-to-order cars**.

We enabled multi-channel real-time messaging across 11 touch points, achieving **industry-leading email engagement rates** for the automotive brand.

Delivering Immersive Customer Experience in Real Time with Self-Service Vehicle Tracking Omni-Channel Application

Buying a new car is a significant purchase, which naturally comes with anxiety (aka post-purchase dissonance). Our client, a European vehicle manufacturer, decided to address this customer anxiety that is further amplified when the car is not in stock and has to be built-to-order; a process that can take up to 9 months.

When our client recognised this challenge in the purchase journey, they wanted to create a better experience for customers by **unlocking the power of data to giving customers access to real-time updates of a vehicle journey**, send timely notifications and communications, and keep customers engaged.

Value created

- Delivered a first of its kind **customer self-service vehicle tracker to provide precise vehicle updates using MarineTraffic data via an API.**
- This informative solution replaced rigid and hard-coded ETA logic in the customer portal of the automotive manufacturer.
- Enabled multi-channel, real-time messaging across 11 touch points using Salesforce Marketing Cloud to keep customers updated on their order status and engaged with the brand.

Impact

- Digital led, self-service application and automated communications allowed the brand to provide customers with the most up to date information; delivering the right message, at the right time, to the right customers at scale without the need for customer service staff. This **improved customer experience with the brand throughout the car delivery process.**
- Using this application resulted in reduction in customer service order related enquiries.
- Our **client gained above industry benchmarks for automotive email communications, with 97% open rates and 58% CTR.**
- Increased the customer portal website session time.