

# **INNOVATION IN THE NEW CUSTOMER EXPERIENCE CENTER STUTTGART**

**accenture**



**MACKEVISION**  
Part of **Accenture** Interactive

# CUSTOMER EXPERIENCE CENTER STUTT GART

Applying advanced technologies and in-depth expertise, Accenture supports **automotive OEMs and mobility providers** in **transforming their business** to excel in today's competitive landscape. By creating **innovative and engaging customer experiences for connected drivers and travelers**, we unlock your full business potential across the **entire customer experience journey**.

With multiple online and offline touchpoints, digitalization, and new business models on the rise, the **customers' wish for customization and convenience** forces OEMs to bring customer experience to the next level. All phases in the buying cycle (awareness, consideration, purchase, usage, loyalty) need to be improved to meet the **challenging customer needs**. As **new business models** in the mobility space arise, **all players need to adapt** and offer **mobility services at scale** in the long run.

Our Customer Experience Center features different **showcases and state-of-the-art technologies** from Accenture and its Ecosystem (incl. Mackevision, designaffairs, Fjord, Sinnerschrader, dgroup) that demonstrate how digital and physical experiences align along the sales and service processes in the mobility space. Immerse in **a physical customer experience that is "invisibly" enabled by digital!**

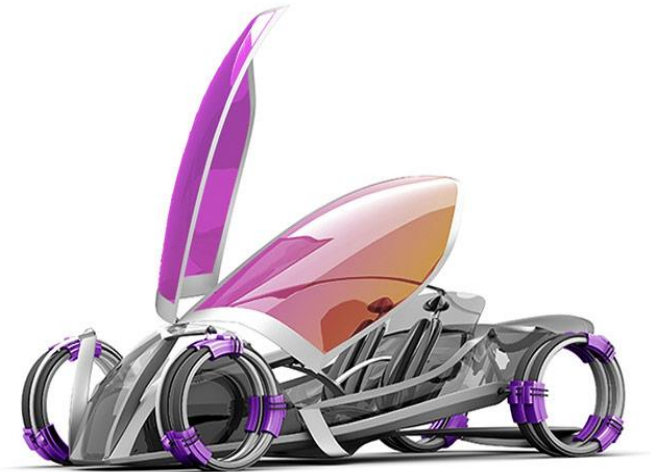
Visit our Customer Experience Center in Stuttgart to experience **digital and mixed reality solutions for the mobility ecosystem of the future** and see how Accenture can support you in achieving **top line growth** by conducting a creative workshop.

## 1 EXPERIENCE JOURNEY

Guided tour including  
asset presentation

## 2 CREATIVE WORKSHOP

Design Thinking sessions,  
rapid prototyping



# WE PUT **INNOVATION** AT THE CENTER OF ALL OUR CLIENT RELATIONSHIPS

Accenture's Innovation Architecture helps our clients develop and deliver disruptive innovations, and scale them faster. We help companies imagine the future and bring it to life.



## Research

### Trends

**Ideate** through thought leadership



## Ventures

### Investment & Open Innovation

**Shape** emerging technologies



## Labs

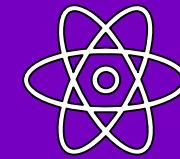
### Research & Development

**Prototype** through applied R&D projects



## Studios

**Solution Innovation**  
**Build** with speed and agility



## Innovation Centers

**Use Cases & Assets**  
**Scale** re-use with clients

**Customer Experience Center Stuttgart**

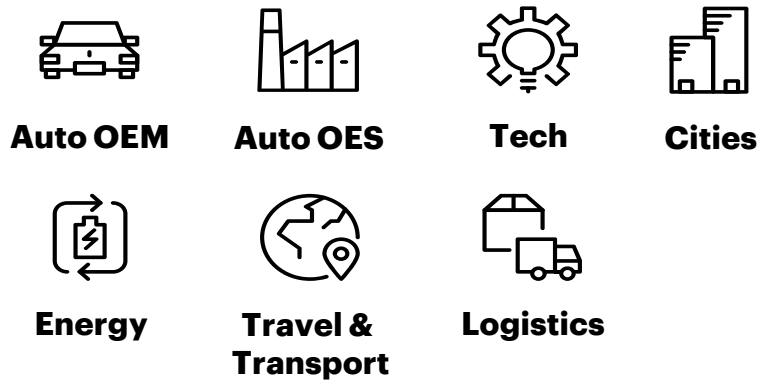


## Delivery Centers

**Industrialization**  
**Industrialize** sales & delivery

# THE MOBILITY MARKET AS WE KNOW IS CHANGING TREMENDOUSLY

## Players in the mobility industry



## Technology Push

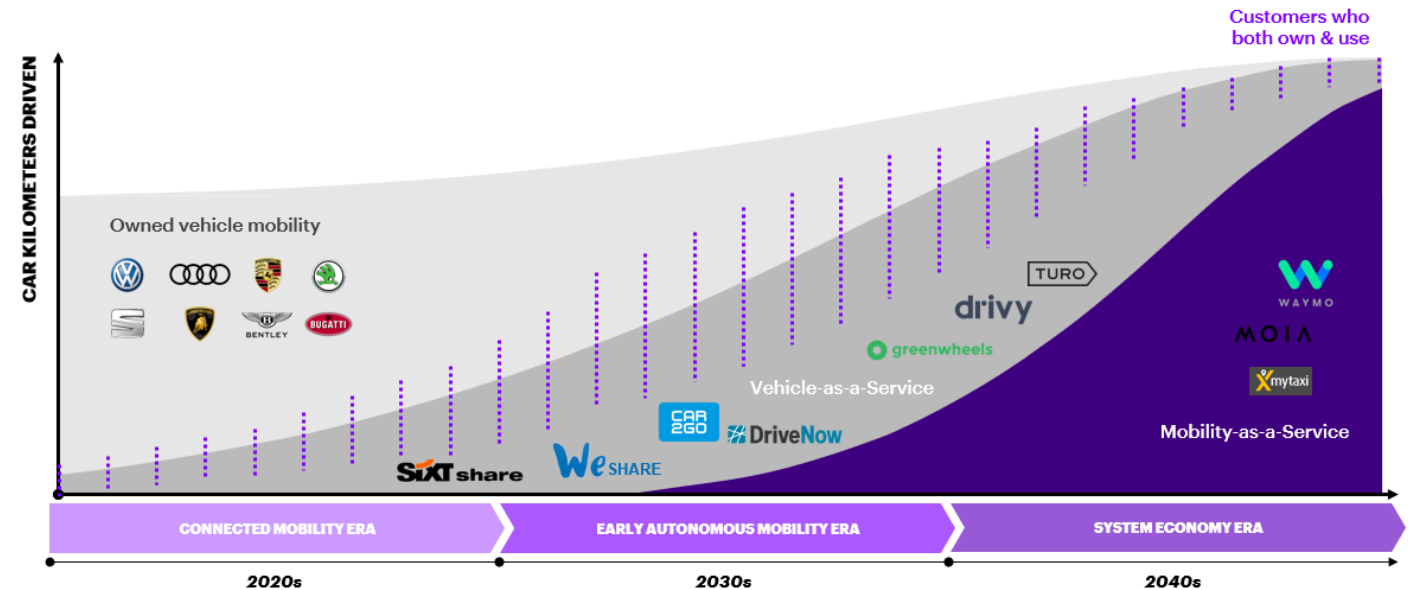
- Autonomous
- Connected
- E-Mobility
- MaaS Platform
- Artificial Intelligence

## Market Pull

- On Demand Passenger Centric Mobility
- Mobility will move into the background

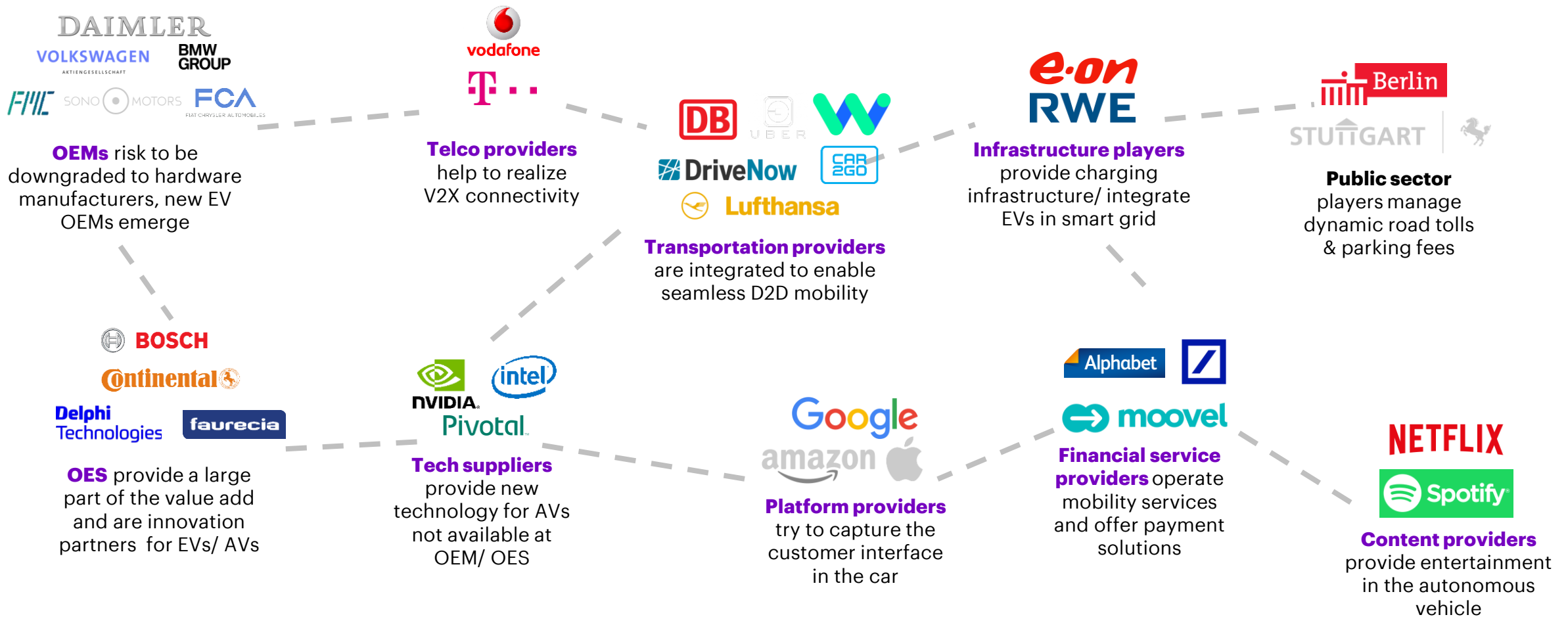
## Mobility trends:

- » NEW types of vehicles (merge of car, rail & air)
- » NEW mobility business models
- » NEW market, as mobility will become a system economy
- » NEW user experience



# THE RISING PASSENGER ECONOMY REQUIRES A NEW ECOSYSTEM – A META-INDUSTRY FOR MOBILITY & DIGITAL SERVICES

Non-Exhaustive



# IN ADDITION **COVID-19** IS FORCING THE OEMS TO RE-THINK THEIR AUTO SALES BUSINESS

## What can be done to boost vehicle sales during the pandemic?

- **Keep engaging customers** – Use online or mobile channels to keep in contact with homebound customers to avoid churn during the shutdown. Utilize online live broadcasts to compensate for cancelled trade fairs as well as reinforce brand perception by e.g. showing commitment to solve global epidemic.
- **Pragmatically adjust the sales process** – Establish a contactless sales process to accommodate for hygiene concerns and quarantine conditions, e.g. with home delivery of test drive vehicles.
- **Draft a sales recovery plan** – Stimulating demand for luxury goods will be a challenge in the months after the crisis, despite some pent-up demand from the lockdown. Use the idle time to prepare a recovery plan including marketing and promotion measures (e.g. “revenge spending” in China) to kickstart sales as soon as possible.
- **Reevaluate pricing strategies** – As soon as the crisis ends and sales begin to rebound, prices will come under pressure as dealers try to empty inventories. Evaluate discount policies to balance volume and market share, profitability and brand image.

## What can be done to ramp up sales and what adjustments need to be made post-crisis?

- **Follow-up on pent-up demand:** Proactively contact customers who have suspended their purchase journey after the crisis.
- **Professionalize online sales, including pickup and delivery:** Customers have turned online during the lockdown and some of this change is going to be permanent.
- **Control sales funnel data and retail costs:** Rapidly respond to fluctuating demand by implementing a direct sales model.

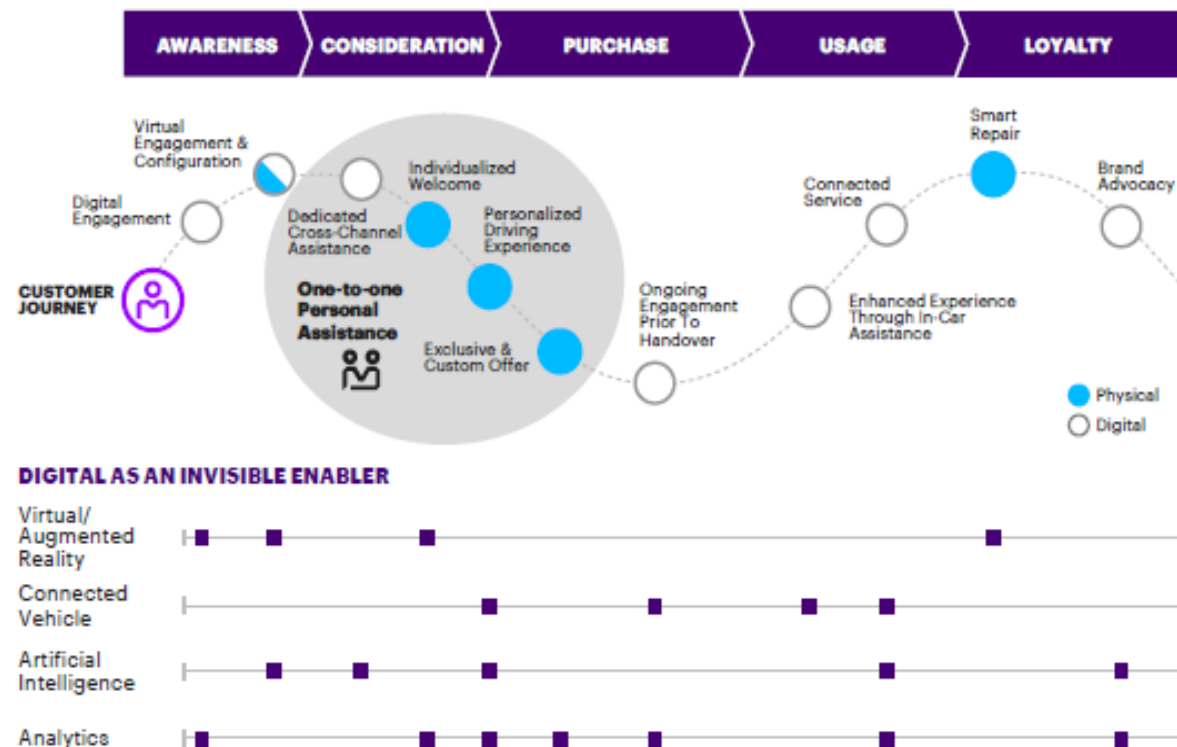
# ENHANCING THE CUSTOMER EXPERIENCE BY BLENDING THE DIGITAL WITH THE PHYSICAL

## SEAMLESS CUSTOMER EXPERIENCE

Customers in the mobility space are used to **frictionless shopping experiences**, both in the **physical and digital** world. OEMs have started to use digital tools in their showroom such as AR and VR equipment.

However they need to integrate them with their physical touchpoints, as interactions with users evolve from periodic on-screen engagements to **connected customer experiences**.

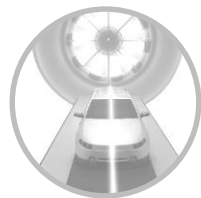
At the Customer Experience Center in Stuttgart, we will show you how you can **blend the digital with the physical** to create **superior customer experiences for the future**.



# TRANSFORMING THE CUSTOMER EXPERIENCE IS A NECESSARY REINVENTION TO THRIVE IN THE NEW

## IMPERATIVES FOR OEMS

**BE  
AGILE**



UNLOCK VALUE AND FREE CAPACITY  
by realizing efficiencies in the current  
business

INDUSTRY X.0  
SUPPORT PROCESSES  
NEW IT

**BE  
ENGAGING**



ENABLE TOP-LINE GROWTH AND  
CATER TO LIQUID CUSTOMER  
EXPECTATIONS with direct & personal  
customer relations

**TRANSFORM THE  
CUSTOMER  
EXPERIENCE**

**REINVENT  
THE CAR-  
CHANGE  
LANES**



Engineer and build the CAR OF THE  
FUTURE, while MORPHING BUSINESS  
MODELS into selling outcomes to  
drivers and passengers

AUTONOMOUS,  
ELECTRIC AND CONNECTED  
  
DIGITAL ENABLED SERVICES:  
MOBILITY AND BEYOND  
  
MONETIZE DATA  
FROM CARS AND CUSTOMERS



# GET **INSPIRED** BY OUR INNOVATIVE DEMOS AND USE CASES

## HIGH-CLASS CUSTOMER RELEVANT DEMOS (EXTRACT)



### Digital Assistant

Get instant online help when configuring your car



### Location Based Services

Provide location based information to your customers



### Customer Apps

Give your customer relevant information through digital channels



### AR Car Visualizer

Experience and design your car in augmented reality



### Connected Test Drive

Relive your test drive experience with analytics



### Dealer Team Apps

Equip your sales team with advanced technology



### Online Car Configurator

See an high-class online car configurator



### VR Glasses

Experience you desired car in virtual reality

# GET INSPIRED BY OUR INNOVATIVE DEMOS AND USE CASES

## EXEMPLARY CUSTOMER JOURNEY AND TOUR IN THE CENTER

### CUSTOMER EXPERIENCE CENTER: THE JOURNEY

#### GADGET WALL

The customer passes by a **gadget wall** with automotive gadgets (e.g. auto models, color/leather selection, catalogues, books).

When the customer approaches the gadget wall, he receives **personalized information on his phone due to the CX beacon** installed in the gadget wall.

He has a look at a **clay car model** and with the help of AR, he can see the **virtual model of the car on his tablet** and **configure it** how he likes it.

The customer is inspired by the things he sees and it increases his interest in the product. Accenture POVs are on display as well.



### CUSTOMER EXPERIENCE CENTER: THE JOURNEY

#### DEALER SHOWROOM

In the showroom, the customer has a look at the car model on display. The **Digital Price Tag** informs him about the vehicle he is looking at. The iPhone shows additional information in the **CX customer app** based on the customer's location.

A **connected test drive** is done and after the test drive, the customer is invited to review **details of the test drive online with the sales rep** and further customize his car with **Virtual Reality glasses**.

The sales rep can alter configurations in the assistant sales app and show them to the client on the **PoS interactive touch table**. He also **discusses different financing options in the sales app**.



### CUSTOMER EXPERIENCE CENTER: THE JOURNEY

#### HOME SETTING

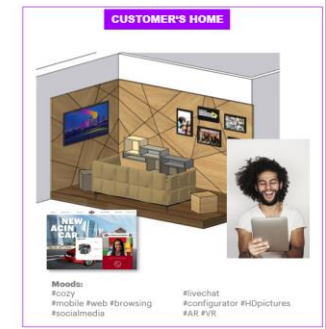
The customer **browses on Youtube** and sees an ad for a new vehicle he is interested in. He/she clicks on it and lands on a **personalized landing page of the OEM** and can start a configuration on his **tablet**. The configurator shows high-class CGI images of the car.

While configuring the vehicle, a **live-chat window** opens powered by artificial intelligence to support with suggestions for options.

Finally, the assistant sends the customer a link to **download the mobile app to visualize the car in augmented reality** from his home in the **prospect app**.

The customer downloads the dealers app and explores it.

In the end, he **books a test drive** and gets a confirmation on his mobile phone.



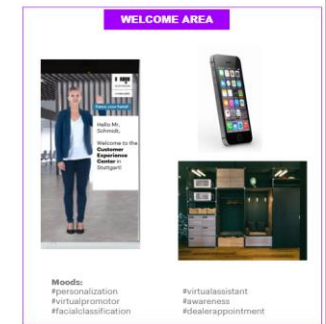
### CUSTOMER EXPERIENCE CENTER: THE JOURNEY

#### WELCOME AREA

The **customer decides to visit a dealer's showroom** to have a closer look at the vehicle he is interested in and to speak to his sales advisor about a possible purchase of the car.

When entering the showroom, the customer is recognized by the **Virtual Promoter** and receives a **personalized welcome message** by a **life-size avatar**.

The Virtual Promoter gives **general information** about the dealership and informs the customer that his personal advisor will be with him shortly.



# MEET THE EXPERTS



**Axel Schmidt**  
Senior Managing Director  
Global Automotive Lead



**Michael Wagner**  
Managing Director  
Automotive

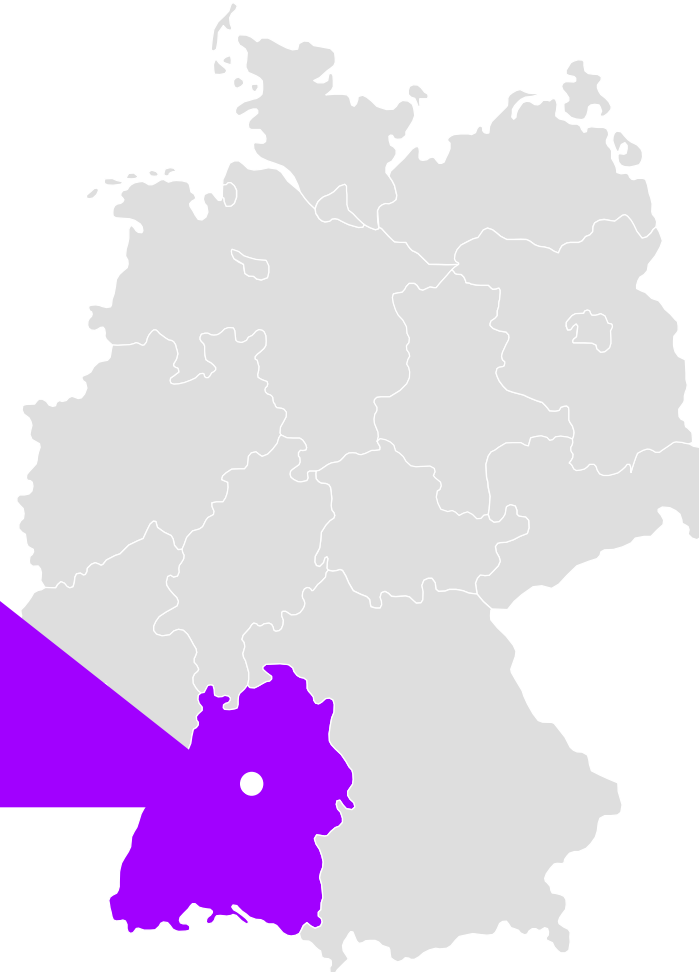
# CUSTOMER EXPERIENCE CENTER

## HOW TO FIND US

### CONTACT US

We are open for tours and workshops so please contact [CEC.Stuttgart@Accenture.com](mailto:CEC.Stuttgart@Accenture.com) to book a visit.

Customer Experience Center  
Robert-Bosch-Platz 1  
D- 70174 Stuttgart  
**Germany**



# ABOUT ACCENTURE

Accenture is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. Combining unmatched experience and specialized skills across more than 40 industries and all business functions –underpinned by the world’s largest delivery network –Accenture works at the intersection of business and technology to help clients improve their performance and create sustainable value for their stakeholders. With 513,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives.

Visit us at [www.accenture.com](http://www.accenture.com).

# ABOUT MACKEVISION

Mackevision Medien Design GmbH is one of the global market leaders in Computer Generated Imagery (CGI.) It provides data-based 3D visualization, animation and visual effects. The company designs and produces image and film material along with interactive applications with high-end quality. It also develops technological solutions for image creation and supports the entire CGI process from data preparation to the creative design to the final product. The international team supports major brands, middle-sized companies and their agencies. Mackevision was founded in 1994 and has been part of Accenture Interactive since 2018. Today, more than 600 employees work at the company's headquarters in Stuttgart and at its branches in Munich, Hamburg, Birmingham, Florence, Detroit, Los Angeles, New York, Beijing, Seoul, Tokyo and Singapore.

For more information, please visit [www.mackevision.com](http://www.mackevision.com)

