Drive Mercedes-Benz with SAS

SAS FORUM '16

ANA RODRIGO GONÇALVES

DIRETORA MARKETING C. SANTOS VP

Who are we?

- **Family business** with more than 400 employees

- More than **100 years** experience in the automotive sector

- **Main Mercedes-Benz and smart dealer** in Portugal, with 8 brands represented in Madeira island

- **11 strategic stores** and locations

- Over **200 after sales clients per day** (over 60K clients prediction in 2016 – 19%MS)

- **3K sales cars per year** – 13%MS

- **Customer Satisfaction**: 90,34/100 sales

  86,9/100 after sales

How do we see the future?

C. Santos VP

- Automotive retail will shift from a product-driven to a **customer-centric approach** to drive customer loyalty and to adapt to changing customer behavior and expectations.

- The rise of **new mobility concepts** and shifting mobility preferences of customers (e.g., car sharing, electric vehicles) are causing automotive retailers to rethink their current business model.

- Customers are able to quickly interact and easily **access information across media and devices — anytime, anywhere**. This have to reflect in the customer experience and marketing strategies.

Current Challenges

- **Increasing competition** in auto retail and aftersales

- **Digital becomes the starting point** of a purchase journey (94% of our customers start their journey online)

- Increasing **online comparison** sites and configurators before decision

- **With more and more embedded technology (sensors, microcomputers, etc)** in cars, the amount of available data is exponentially increasing.

- **Retailers are moving** from multi-channel to omni-channel looking for the customer some experience
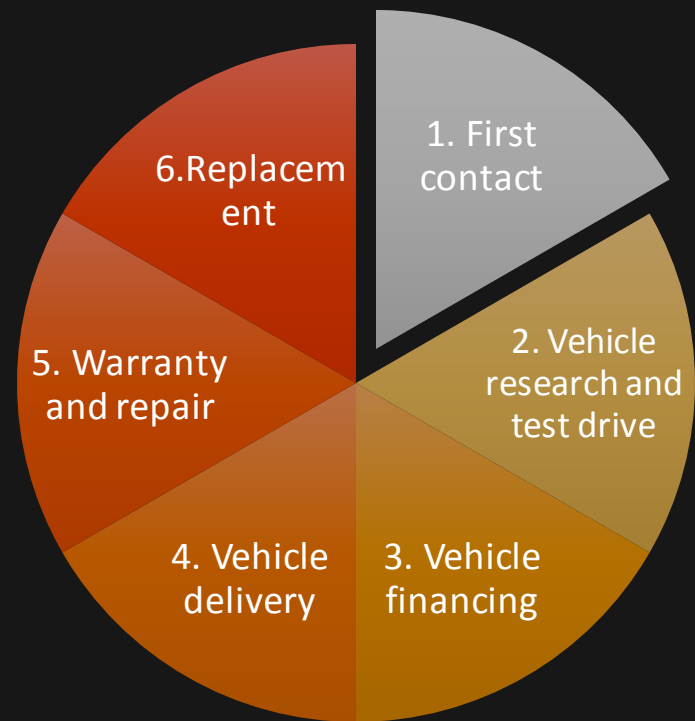
Paradigma shift in auto retail

1. Managing customer experience across multiple touch points is critical to build loyalty, retention, and consequently higher profit margins.

2. For dealers to be relevant it will be critical to create value propositions that help customers tailor their mobility packages (ex. drive a car or experience a brand).

3. Customers spend more time for online research per-purchase of a car than any other product.

4. Dealerships need to redesigning their distribution networks and infraestruture to improve flexibility and accessibility, and interacte closely with customers.

5. Customers want the freedom and the flexibility to move between numerous information sources and receive a similar brand experience across all channels.

The Customer life cycle

The importance of Data in each touch point

C. Santos VP

Pie chart with segments:
- 1. First contact
- 2. Vehicle research and test drive
- 3. Vehicle financing
- 4. Vehicle delivery
- 5. Warranty and repair
- 6. Replacement

Huge data generated from multiple customer touch points will result in various CRM considerations. These include **better customer insights, better segmentation, and proactive sales and service initiation.**

Why Analytics?

C. Santos VP
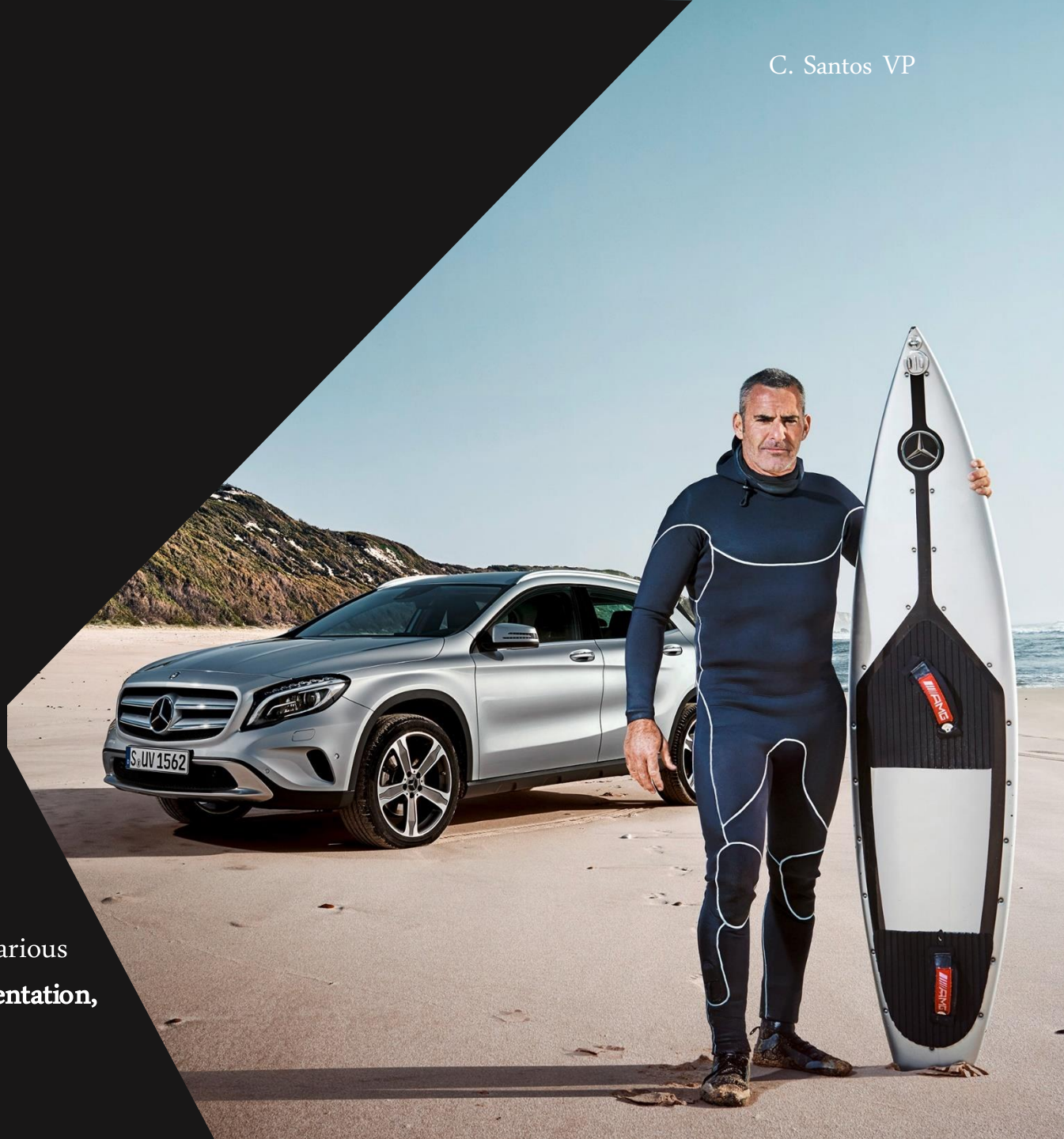
- To improve the multichannel customer experience

- To get the relevant knowledge of customers out of massive data

- To ensure client satisfaction and retention levels

- To apply marketing budget in more targeted and eficcient ways

- To increase vehicle sales and after sales visits

What are we doing with SAS?

- Customer segmentation

- Scoring and prediction models

- Sentiment analysis

- Forecasting campaigns and investments

- Forecasting stocks

Key features for a successful analytics project

- Board commitement to data analytics

- New people with new skills, for new functions inside the organization

- Evaluate data requirements

- Pick the right tools and technology

- Run pilot projects
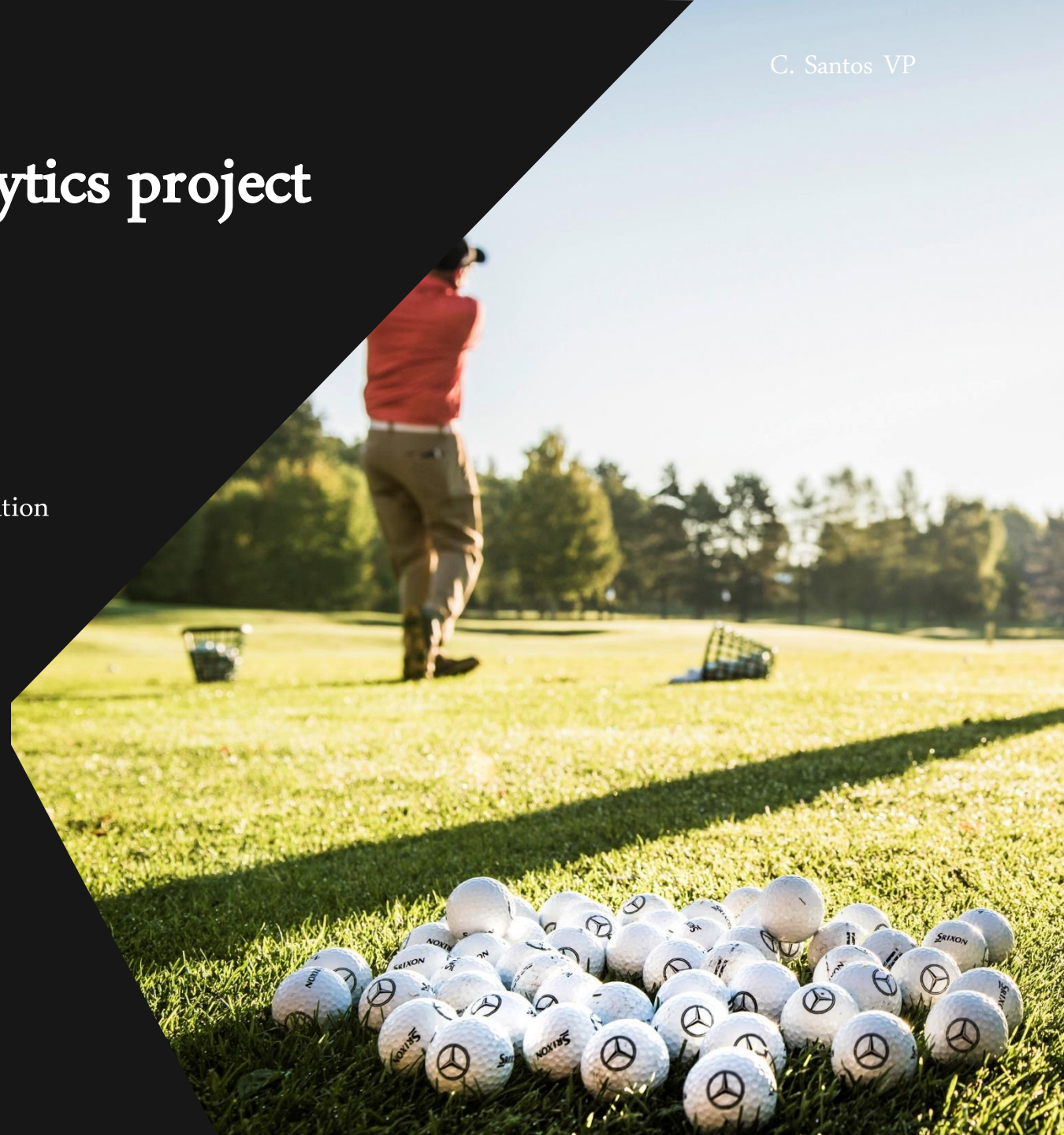
Thank you!

ANA RODRIGO GONCALVES

Diretora de Marketing C. Santos VP

ana.goncalves@csantosvp.pt

linkedin.com/in/anarodrigogoncalves