**Script**

**Slide 1**

Good Afternoon!. Thank you for being here today. We are the team Raclette! I’m Juan, this is Attila, and Matthias. We are here today to talk about our case lead management by AMAG. In the end, we will welcome any questions that you might have.

**Slide 2**

Our today’s agenda is divided in 4 phases:

First, I will give you a short introduction about the company.

Second, a small video of our problem will be displayed. Later on, I’ll walk you through our customer’s journey. Afterwards, I’ll quickly show you how our AS-IS process looks like.

Third, (Attila/Mathias) will show you how we intend to solve the problem by showing you our automatized TO-BE process or solution to the problem.

Finally, we will end with some final numbers that proof that our solution leads to an overall improvement for our client AMAG.

**Slide 3**

The AMAG Group is a Swiss group of companies mainly active in the automobile trade of the Volkswagen AG brands Volkswagen, Audi, SEAT, SKODA and Volkswagen commercial vehicles. The Group employs around 6500 people in total.

**Slide 4**

So now, imagine you are looking to buy new car. You always wanted a Volkswagen as your first affordable car. So, you want to have a look what model you should buy. So, you google and open the Volkswagen’s landing page, you find the page visually well designed but not so intuitive. Here starts the problem. You want to see the different models VW offers, but encounter only the golf model. So, you decided to have a look, and to start the configuration.

You find different options to configure your car, such as engine, special equipment, color, among others. You don’t have any idea what all of that means, however, you click on each button an select the ones you find more appropriate. When configuring, you notice a mistake on the page, and you need to start all over again. You’re getting impatient. You try once again. And, in the end, the whole process took you longer as expected and now you’re not sure whether the configuration is done as you wanted or not since there’s nobody there to assist you when configuring your new car.

**Slide 5**

We team raclette identified the main issues and designed how your customer journey looks like from our perspective. Now, you can have a look that AMAG’s pain points are basically the configuration of the car and the sign of the contract. We believe that only the delivery of the car is the happy path from the whole process.

**Slide 6**

AMAG’s today’s lead management process consist of the landing page where the configuration of the car or test drive happens, which is the marketing part of a lead. And the process at the dealer, which is the sales part of a lead.