



# FROM MANUFACTURER TO MOBILITY

## AUTOMOTIVE: FORD

### SUPPORTING FORD GLOBALLY AS THEY REDEFINE FROM VEHICLE MANUFACTURER TO MOBILITY COMPANY

#### CHALLENGE

Everything we do for Ford is centered on the entire customer journey – from shopping and buying through ownership and beyond. Our goal is for Ford to help consumers at every moment of their journey.

#### SOLUTION

Our approach centers on humans and brings design thinking to the forefront whereby putting the customer at the heart of everything we do. Each of our disciplines – creative, technology, experience design, development, strategy, data, analytics – strives to connect with Ford customers. We're earning trust and loyalty as we attract, convert, and retain Ford customers with a valuable and engaging experience.

1.2M+  
FordPass  
Members

80%  
Have engaged  
with Chat

150%  
Increase in NA  
shopping leads

