aws SUMMIT

INDIA | MAY 25, 2023

Realizing tangible benefits of modernizing CRM system in boosting automotive sales and marketing

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Agenda

1 Introduction

2 Driver for change

3 Solution

4 Outcome

Agenda

1   Introduction

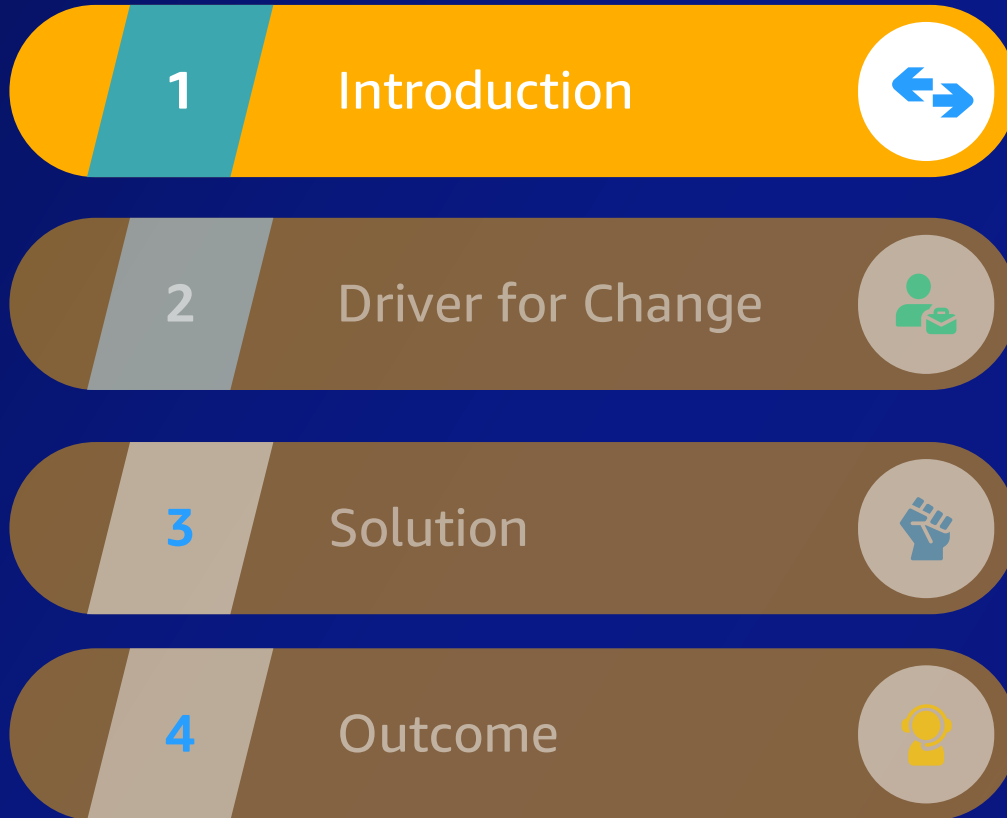2   Driver for Change

3   Solution

4   Outcome

Maruti Suzuki – A quick snapshot

Equity
56.37% Suzuki,
43.63% with
Public

Total sales FY 22-23
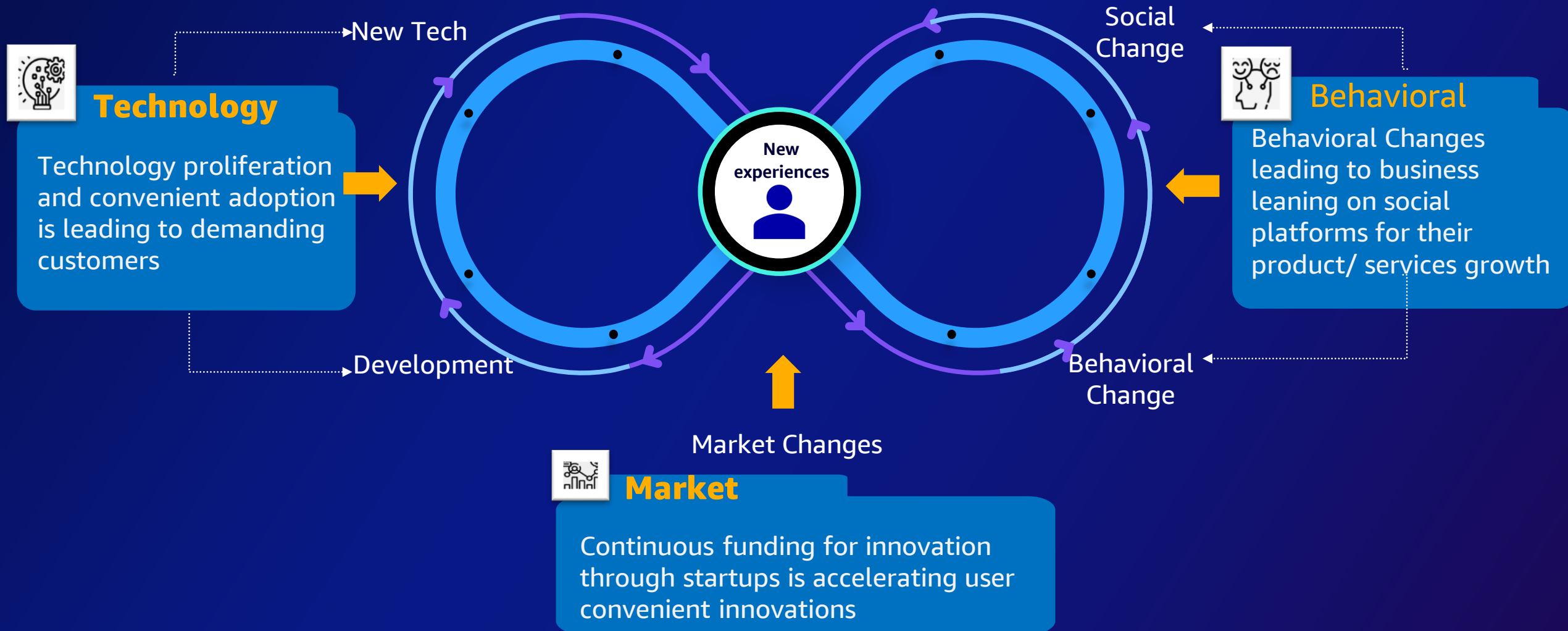1,956,164 units

R&D hub
for SMC
outside Japan

Products
16 brands

**Over 100
countries**
where products
are exported

Changing customer expectations....

New Tech

Technology
Technology proliferation and convenient adoption is leading to demanding customers

Development

New experiences

Social Change

Behavioral
Behavioral Changes leading to business leaning on social platforms for their product/ services growth

Behavioral Change

Market Changes

Market
Continuous funding for innovation through startups is accelerating user convenient innovations

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Industry trend – Customer experience

Customer Experience →

Very Influential	Influential	Somewhat Influential

Average Digital Experience Score
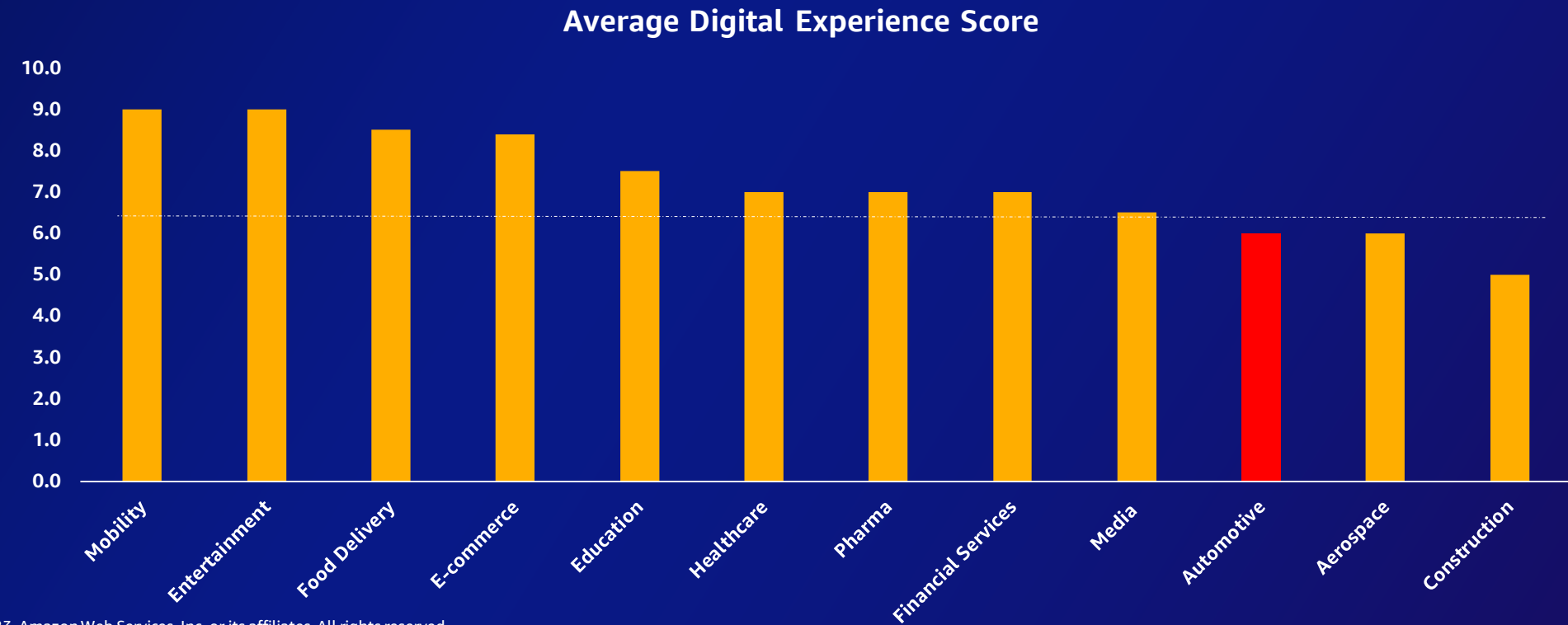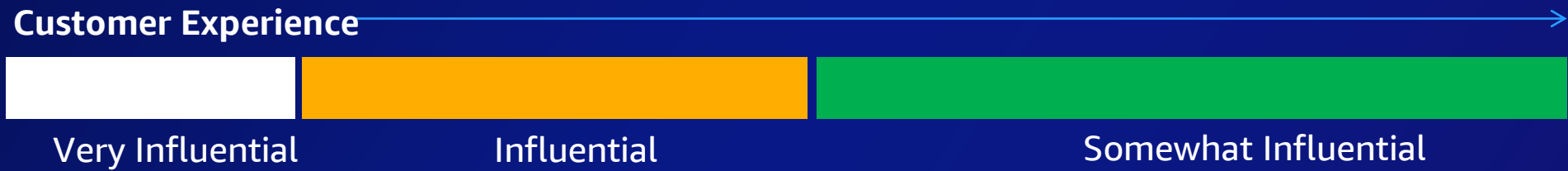
Personalization expectations in automotive

Immediate

Contextual

Intelligent

Valuable

Dynamic

Customers expect a differentiated experience in real-time, in-and-out of the vehicle

Use Cases:
- Targeted survey campaign to notify user that service is due
- Communication to consumers in their preferred language and time as per their convenience across LOBs
- Reservation Lead Nurturing
- Actionable unified profile

Personalization directly influences buying behavior across the customer life cycle

Purchase:
76%

Repurchase:
78%
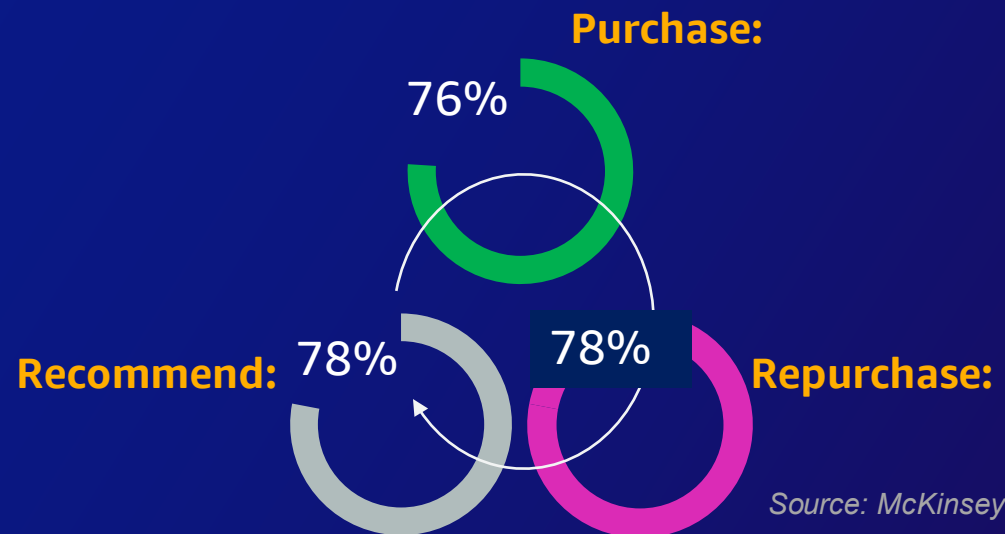
Recommend:
78%

Source: McKinsey & Company, Nov 2021

Use case: Test drive booking

Ravi Kumar

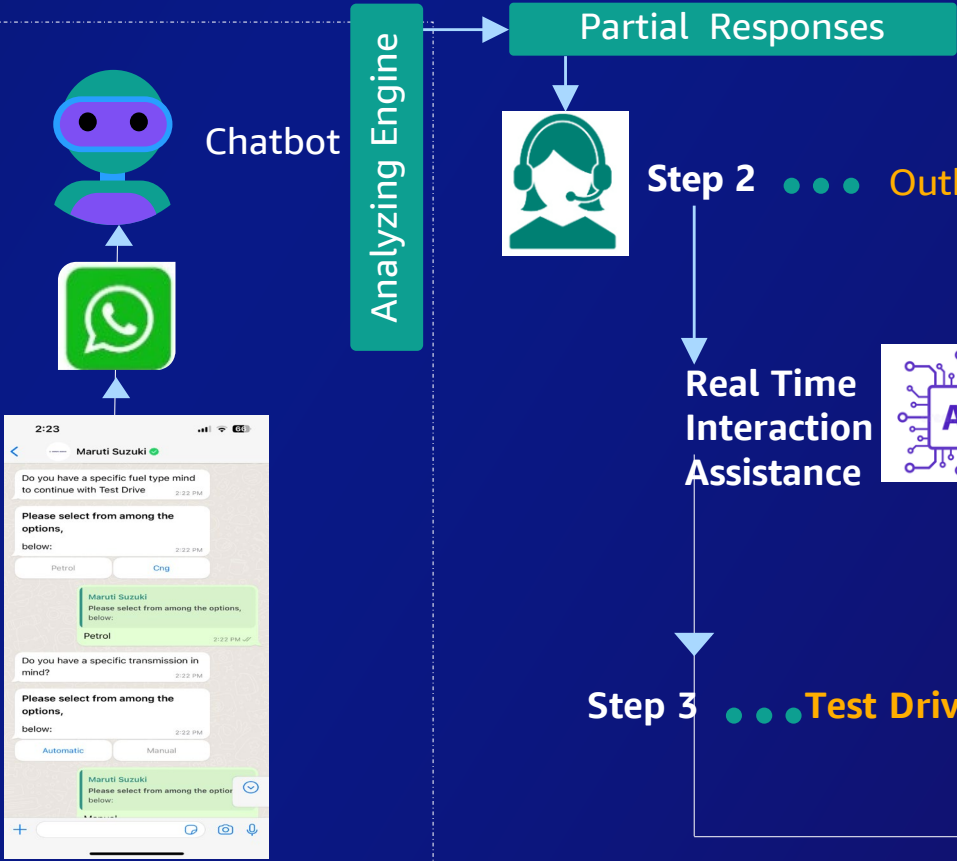- Ravi is based out of Gurugram and working in MNC and Looking to buy a new car

Needs:
- Book Test Drive
- Get personalised recommendation

Pain Points:
- Lack of time due to busy schedule

CDP   SVOC   Conversation

Chatbot

Analyzing Engine

Partial Responses

Step 2 ••• Outbound Call

Real Time Interaction Assistance

Step 6 : KPI Calibration
Business and Operations

Step 5 : Campaign Fitment
Email-> MS Rewards -> SMS->Voice bot -> Call

Step 1 ••• **Recommendation**

In App Notification

Step 3 ••• **Test Drive Booked**

Step 4 Agent Performance
Customer Preferences/Characteristics

Use case- Scheduled service

Needs Identified

Contextual Interaction

Customer Insights

Neha Sharma

- Neha is based out of Pune and staying with her husband and a teenage son

Needs:

- Get personalised recommendation
- Get the car serviced at her convenience

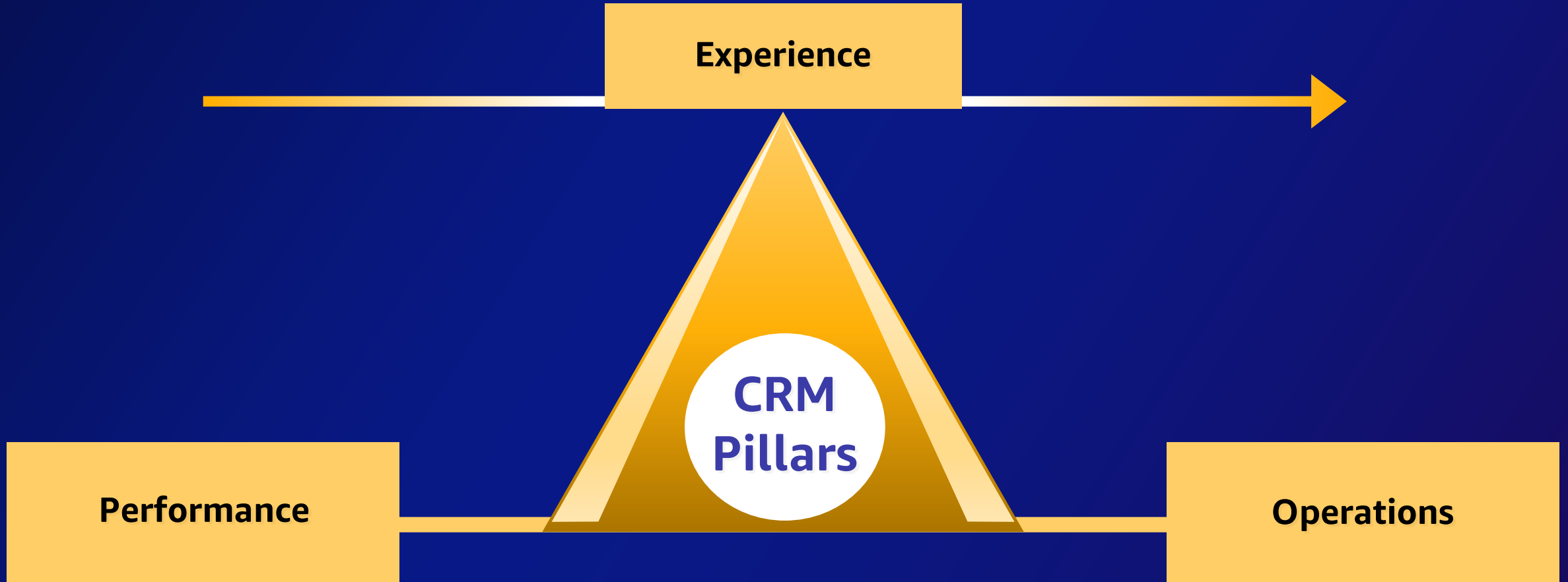## Pain Points:

- Lack of time due to busy schedule

Campaign / Survey

Service Notifications sent to customers

Service appointment is booked

Service Scheduled

Feedback Captured

Key Performance Indicators – Drivers

Experience

Performance

CRM
Pillars

Operations

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Opportunities for improvement

Business

- Unified CRM system
- Agent Empowerment
- Interaction experience
- Proactive Engagement
- Wide adoption in all business functions

Business

Technology

- Digital native solution catering entirely to MSIL needs
- Modular & headless architecture
- Re-usable Services
- Realtime view of customer feedback
- Data insights into customer needs
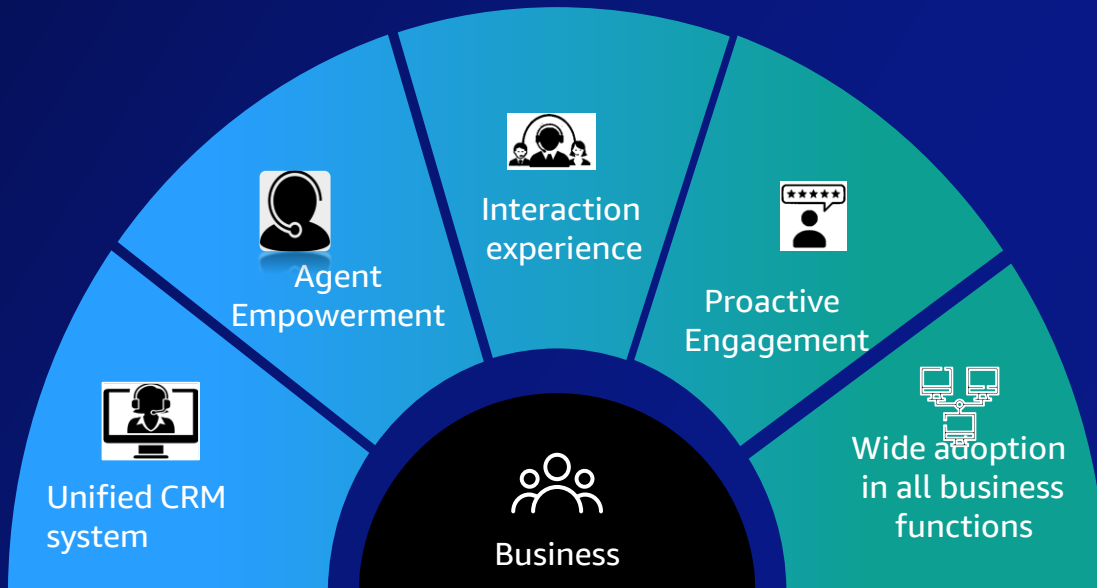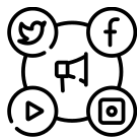
Technology
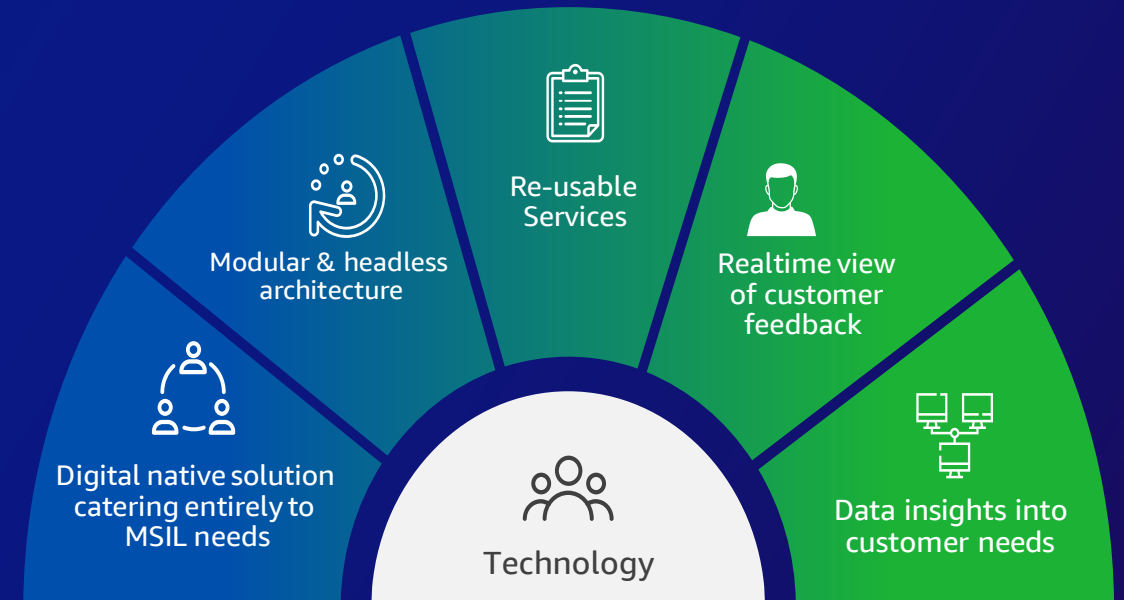
CRM overall solution landscape

CUSTOMER INTERACTION

- Social Media
- Website
- Hyperlocal
- MSR App
- Dealership Visit
- Call Center

INTERACTION ENGINE

- Customer interaction Platform (CIP)
- Content Management System (Product)
- Campaign Automation

DATA SERVICES

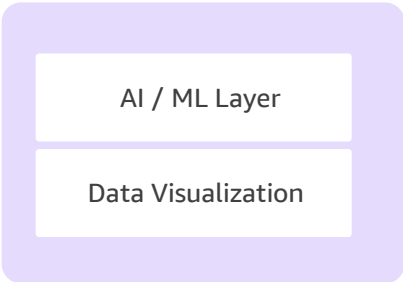- SVOI / SVOC / SVOV
- Price / Quote / Insurance / Stock
- Dealer Locator / Appointment

DATA PLATFORMS

Dealer Management System

Analytics Data Platform
- AI / ML Layer
- Data Visualization

Customer Data Platform
- Customer Journey Tracking
- Marketing Campaign
- Next Best Action

Vehicle Data Platform
- Product Features
- Critical Alerts

CRM capabilities

CRM

Communication

Social Media

Digital Assets

Digital Platforms

Unified Data

SVOC

SVOV

Task Mgmt

Knowledge component

AI/ML/Analytics

Conversional AI & Bots

Predictive Analytics

Contact Center Intelligence

Application Components

Agent Console

Supervisor Console

Campaign

Knowledge Base

Dialer

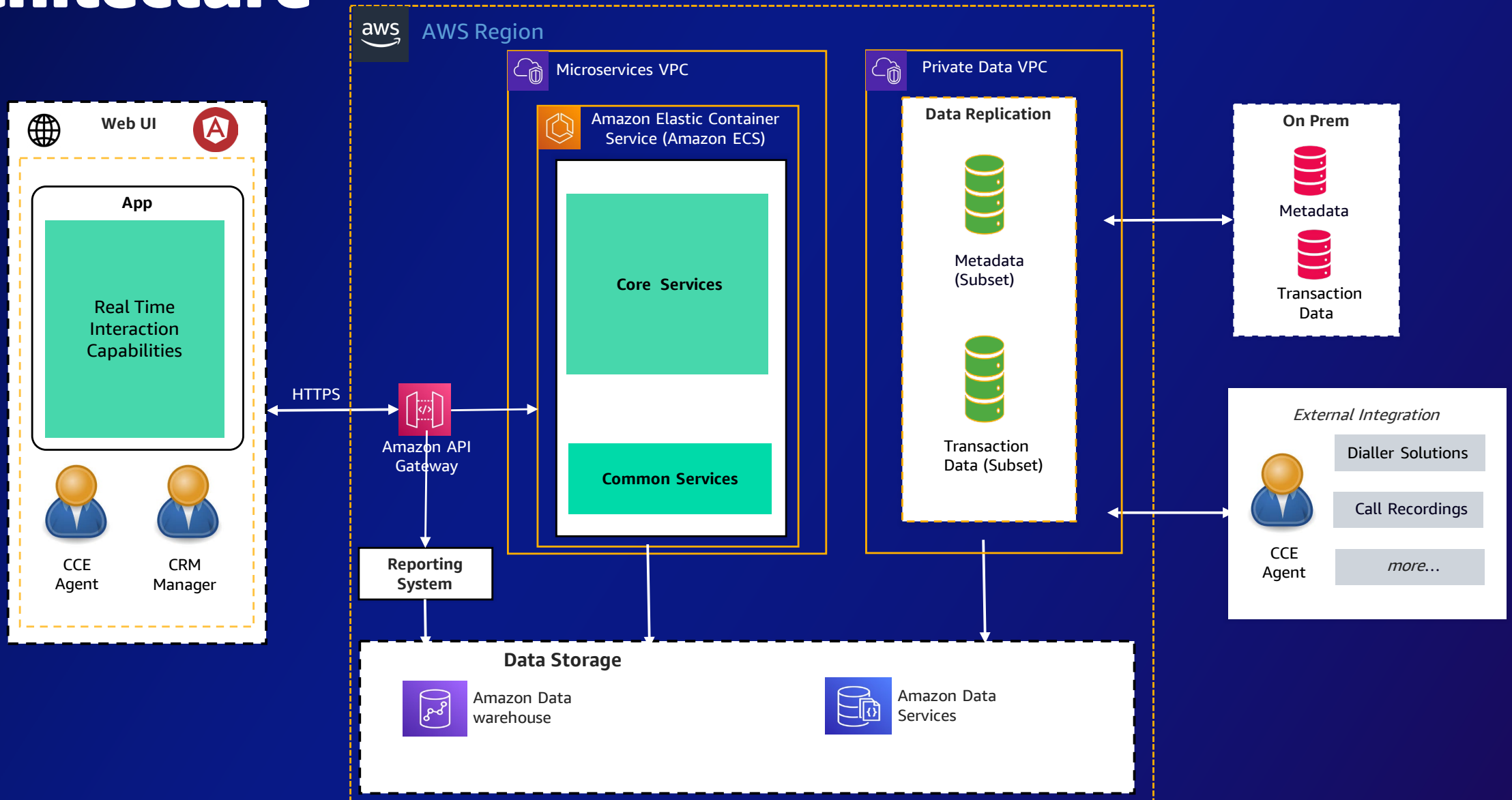Customer 360

Integration

DMS system

MI system

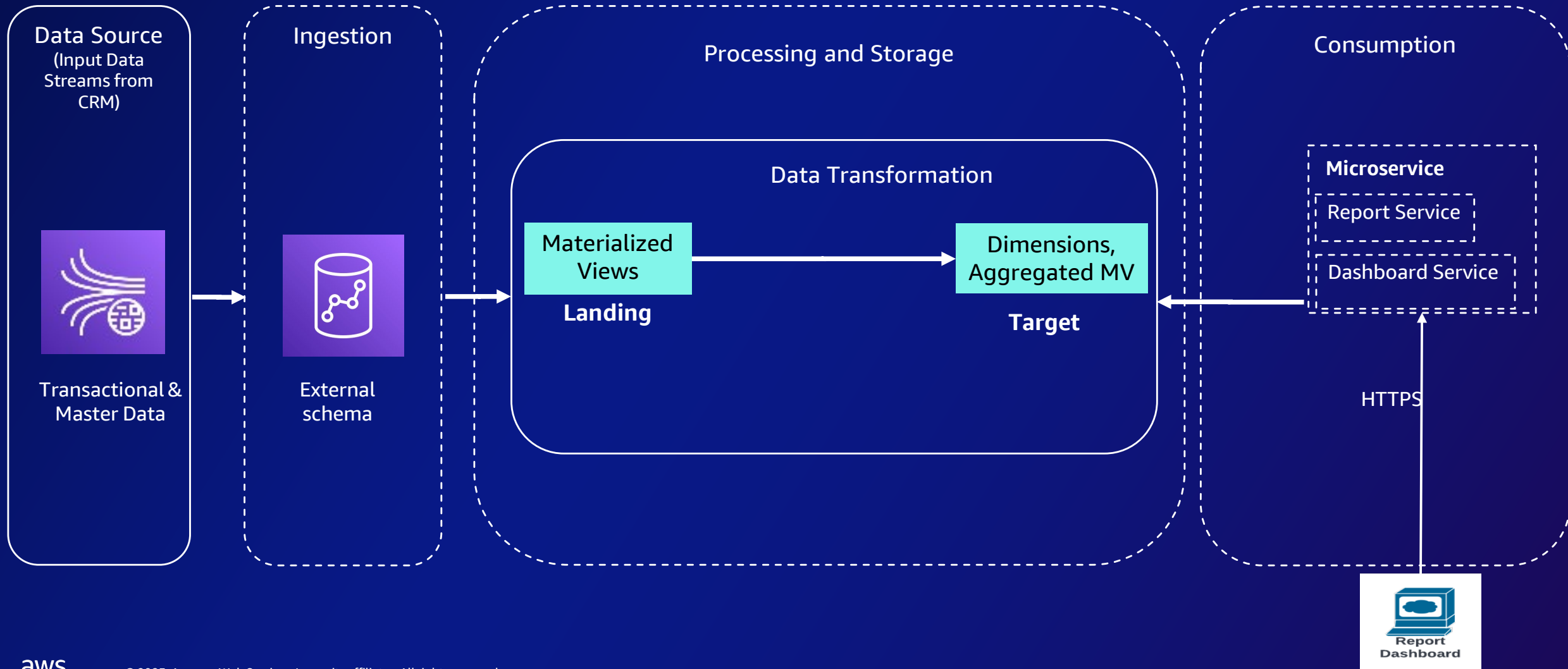Data lake

BI Tool

CDP

Architecture

Reporting

Data Source
(Input Data Streams from CRM)

Transactional & Master Data

Ingestion

External schema

Processing and Storage

Data Transformation

Materialized Views

Landing

Dimensions, Aggregated MV

Target

Consumption

Microservice

Report Service

Dashboard Service

HTTPS

Report Dashboard

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Outcomes

Customer Experience

- NPS Score betterment
- Decrease in Critical issues
- Consistent Experience

Operations

- Reduce time to market for new campaigns
- Accelerated velocity of decision making

Performance

- Maximizing customer lifetime value
- Interaction Enablement

Outcomes

Purpose fit data store

Leverage the choice of data store as per workload requirement

Data Management

Increase in Data Quality
Modular approach
Data-as-a-service

Availability

Redundancy,
Higher Uptime,
Use of Managed Services

Automation

Infrastructure provisioning,
CI/CD pipeline, Back up &
restore

Observability

Infrastructure &
application monitoring,
Traceability,
Alerting

skillbuilder.aws

Your time is now
Build in-demand cloud skills your way

Thank you!

Please complete the session survey

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