
Enhancing TATA motors Omni-Channel

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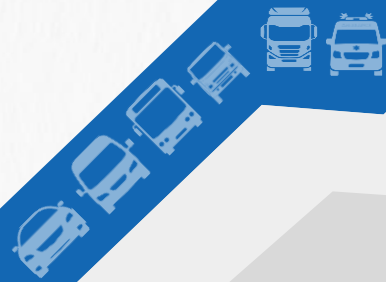
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**DESIGN
SOLUTION**



Project brief

- **Select a brand** and analyze its **business model**, **customer touchpoints**, and **current user experience** across various channels.
- Conduct research to identify **pain points** or **gaps** in the customer journey.
- Based on the findings, develop both "**As-Is**" and "**To-Be**" journey maps, along with **ecosystem maps** that visualize the broader customer experience.
- Propose actionable **strategies** to improve **cross-channel connectivity** and enhance **user satisfaction**.



Chosen Industry

Automotive



Chosen brand



TATA MOTORS



Reason for choosing

The Industry

- The **automotive industry** is **dynamic**, undergoing rapid transformations with **digitalization** and **EV advancements**.
- Offers opportunities to explore **customer journeys** and **omnichannel integration**.
- High relevance for designing **innovative, customer-centric experiences**.

The Brand

- **Leading automotive brand** in India with a **diverse portfolio** (passenger, commercial, and EVs).
- **Strong brand value** and **extensive digital presence**.
- Vast **dealership and service center network**.
- Significant potential for **enhancing its omnichannel experience**.



Introduction

Tata Motors, a part of the **prestigious Tata Group**, is one of India's largest and most trusted automotive companies. **Founded in 1945**, it has grown into a global brand, producing a **wide range of vehicles**, including **passenger cars, commercial vehicles**, and **electric vehicles (EVs)**.

The company is recognized for its **innovative approach** and **high-quality vehicles**. It operates in **over 125 countries**, with a network of more than **9,400 customer touchpoints** and **25 manufacturing facilities worldwide**.



TATA

Sustainability, innovation,
and customer-centricity

Key Achievements

Market Leadership

#1 commercial vehicle (CV) manufacturer.

Sustainability Milestones

- Net zero emissions by 2045.
- First hydrogen fuel cell-powered buses (10 EV models planned by FY26).

Technological Innovations

- Invested **₹29,398 crore in R&D** in FY24.
- **670 patents** registered.

Global Recognition

Company operates in over **125+ countries**.

Revenue and Financial Growth

- All-time high revenue of **₹4,37,928 crore** in FY24.
- Highest profit after tax of **₹31,807 crore**.

EV sales

73,844 units sold in FY24 (growth of **47.5%** over FY23).

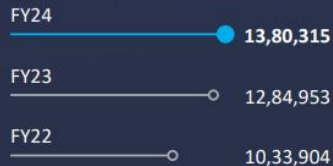
Annual Report (2024)

Sales

Wholesale (excl. CJLR)
(units)

7.4% ↑

13,80,315 units

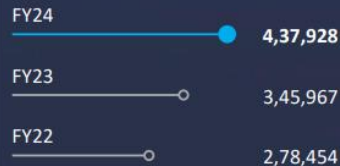


Group revenue

(₹ crore)

26.6% ↑

4,37,928



Market capitalisation

(\$ billion) (as on March 31, 2024)

138% ↑

43.57

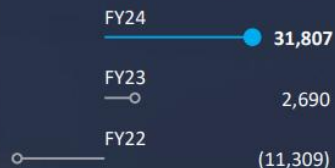


Profit after Tax

(₹ crore)

29,117 ↑

31,807



R&D spends

(₹ crore)

45.1% ↑

29,398

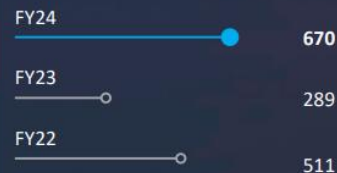



Patents registered

(TML*+JLR)

132% ↑

670





NORTH
AMERICA

UK
EUROPE

CHINA

INDIA

ACROSS

125

Countries

North America

81,629

VEHICLES SOLD

₹54,766
crore

revenue

1

R&D sites

Europe

74,349

VEHICLES SOLD

₹42,731
crore

revenue

2

Manufacturing sites

1

R&D sites

UK

62,142

VEHICLES SOLD

₹33,141
crore

revenue

5

Manufacturing sites

3

R&D sites

India

9,32,695

VEHICLES SOLD

₹1,14,091
crore

revenue

15

Manufacturing sites

3

R&D sites

China

95,773

VEHICLES SOLD
(INCL. CJLR)

₹47,368
crore

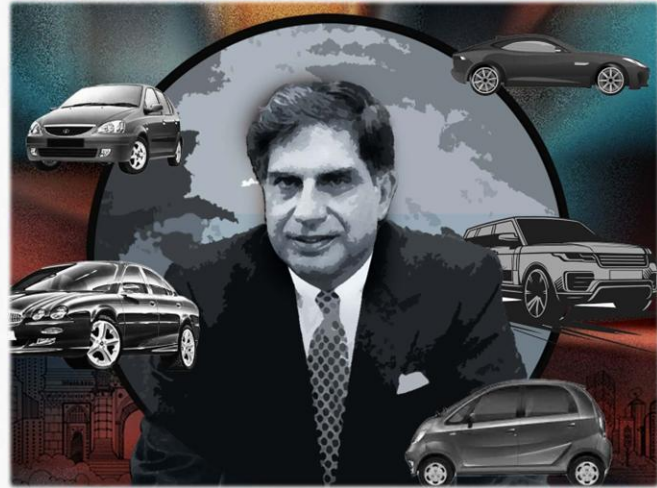
revenue

1

JOINT Manufacturing
sites

Market Leadership of Tata Motors

- Largest manufacturer of **commercial vehicles** in India.
- Leader in the **electric vehicle (EV) market in India**, with over **70% market share** in 4-wheeler Evs.
- Ranks **third in passenger vehicles** in India.
- Notable passenger models: **Tata Safari** and **Tata Nexon EV**.
- Known for producing **safe, reliable, and technologically advanced vehicles**.
- Enjoys strong **customer trust**.



Tata Motors' Portfolio

Passenger cars

PV RANGE

TIAGO



TIGOR



ALTROZ



PUNCH



NEXON



HARRIER



SAFARI



CURVV

NEW



EV RANGE

TIAGO.EV



TIGOR.EV



XPRES-T



PUNCH.EV



NEXON.EV



CURVV.EV

NEW



Tata Motors' Portfolio

Commercial vehicles

MHCV

SIGNA



PRIMA



PRIMA 3530.K

NEW



PRIMA 5530.S LNG

NEW



BUSES AND VANS

STARBUS



MAGIC
AMBULANCE



WINGER



ULTRA EV



SCV AND PICKUP

ACE EV



NEW INTRA



ACE



YODHA 2.0



INTRA V20 GOLD

NEW



ILCV

ULTRA



TATA 407



INTERNATIONAL

XENON X2



PRIMA EURO 5
RANGE



Research Objective and more

Research Objective

1. Explore Tata Motors' omni-channel experience, focusing on:
 - Customer engagement
 - Ease of transition between online and offline channels
 - Satisfaction across digital touchpoints and in-person interactions.
2. Identify areas of inconsistency, opportunities for personalized engagement, and integration gaps.
3. Recommend strategies to improve customer journeys and create a more cohesive, enriched experience.



Research Method

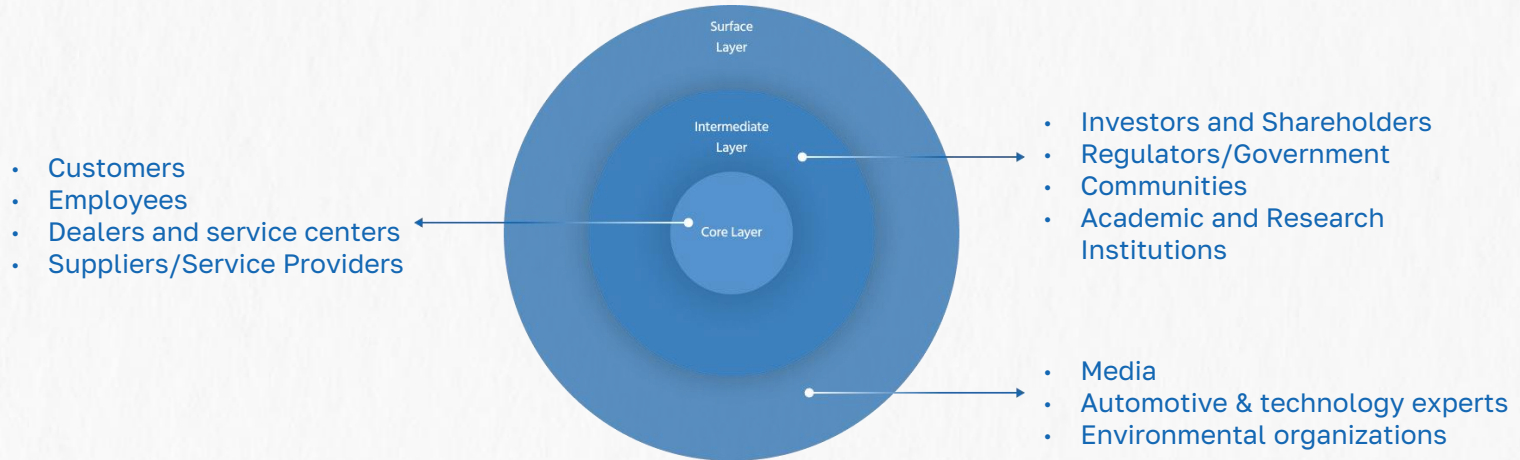
1. Online survey (quantitative research).
2. Personal Interview (qualitative research).

Target audience

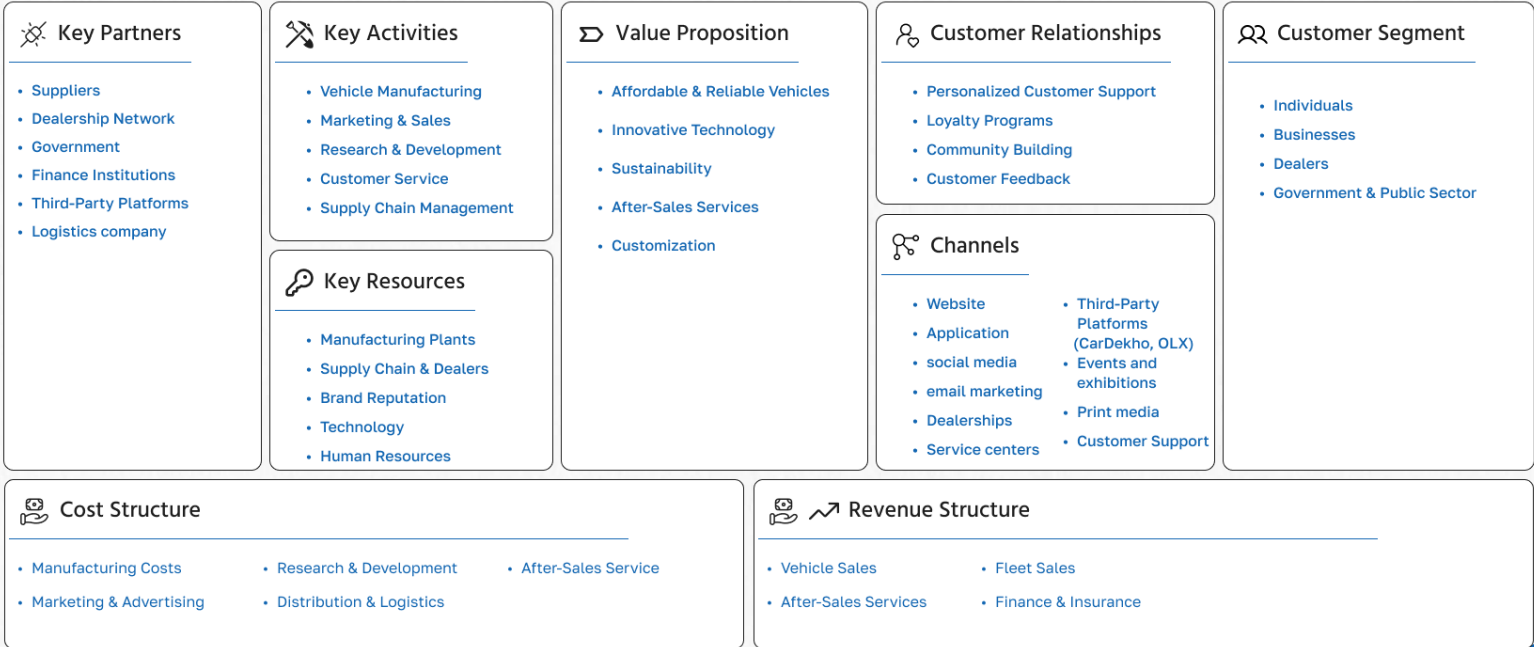
1. First-Time Car Buyers.
2. Car Upgraders.
3. Car Enthusiasts.



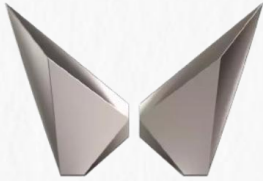
Stakeholders mapping



Tata Motors Business Model



Competitor analysis



Mahindra & Mahindra



Maruti Suzuki



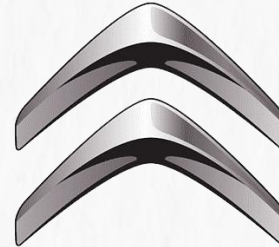
Hyundai Motors



Toyota



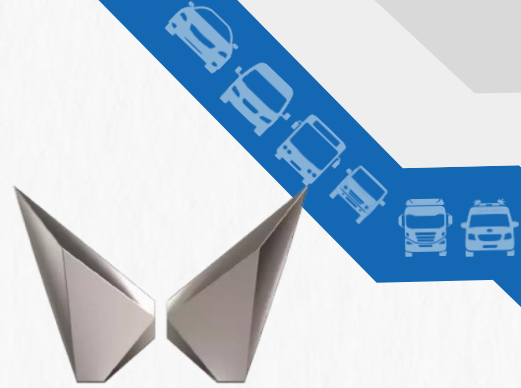
Honda



Citroen



SWOT (Mahindra & Mahindra)



S

Strengths

- Strong Presence.
- Diverse Product Portfolio.
- Personalized In-Store Experience.
- Wide Dealer Network.
- Focus on Sustainability.
- Customer Support Systems.

W

Weaknesses

- Dependence on the automotive sector.
- Quality Consistency Challenges.
- Slow Digital Transformation for EV Sales.

O

Opportunities

- Expansion of Electric Vehicle (EV) Market.
- Expansion into international markets.
- Leveraging AI and Data Analytics.
- Improving Service Experience.

T

Threats

- Intense Competition.
- Technological Disruptions.
- Economic Downturn.
- Regulatory Changes.
- Rising Raw Material Costs.

SWOT (Maruti Suzuki)



S

Strengths

- Strong brand reputation.
- Market Share.
- Strong Advertising.
- Wide Range of Products.
- Cost-Effective Manufacturing.

W

Weaknesses

- Limited International Presence.
- Inconsistence Safety Ratings.
- Limited Focus on Electric and Hybrid Vehicle.
- Weak Interior Quality.

O

Opportunities

- Transport Industry.
- Increasing Adoption of Electric and hybrid Vehicles.
- Expanding the Product Portfolio.

T

Threats

- Intense Competition.
- Technological Disruptions.
- Economic Downturn.
- Potential Supply Chain.
- Rising Raw Material Costs.

SWOT (TATA MOTORS)



S

Strengths

- Strong Brand Presence.
- Seamless Online and Offline Integration.
- Diverse Product Portfolio.
- Focus on Electric Vehicles (EVs).
- Customer-Centric Services.
- Expansive Dealership Network.

W

Weaknesses

- High Dependence in the Commercial Vehicle Segment.
- Regulatory Issues.
- Underdeveloped Online Service Booking System.

O

Opportunities

- Expanding Electric Vehicle (EV) Ecosystem.
- Improved Personalization Using AI and Data Analytics.
- Technological Upgrades and Innovations.

T

Threats

- Intense Competition.
- Technological Disruptions.
- Economic and Regulatory Challenges.
- Fluctuations in Raw Material Prices.

Case Study Analysis (AR/VR in Automotive Industry)

AR/VR technologies have transformed the automotive industry by providing **immersive experiences** that **enhance customer engagement** and **simplify the car-buying process**.

Key Examples

- **Jaguar:** AR app lets users interact with life-sized vehicle models on smartphones/tablets, visualize configurations, and explore features in real-time.
- **BMW:** Mixed-reality showroom, powered by VR, allows customers to explore and customize vehicle models virtually.
- **Audi:** Virtual reality helps customers configure cars and view them in 3D, offering a detailed and engaging experience before purchase.

Impact on Customer Experience

- **Increased Engagement:** Customers can explore vehicles in a more **interactive, fun, and personalized manner**.
- **Reduced Dependency on Physical Showrooms:** **Virtual showrooms** provide the same experience as an **in-store visit**.
- **Convenience & Accessibility:** Users can **browse, configure, and purchase** vehicles from anywhere.

<https://bigohotech.com/ar-vr-in-automotive-industry/>



Problems Identified

Current Issues with Tata Motors' Website

- The website allows users to **browse vehicles** but doesn't facilitate **online ordering or purchasing**.
- Users miss the **tactile** and **exploratory aspects of in-store showrooms**, making it **less engaging**.
- Compared to **competitors**, Tata Motors lags in integrating immersive **digital tools like AR/VR**.

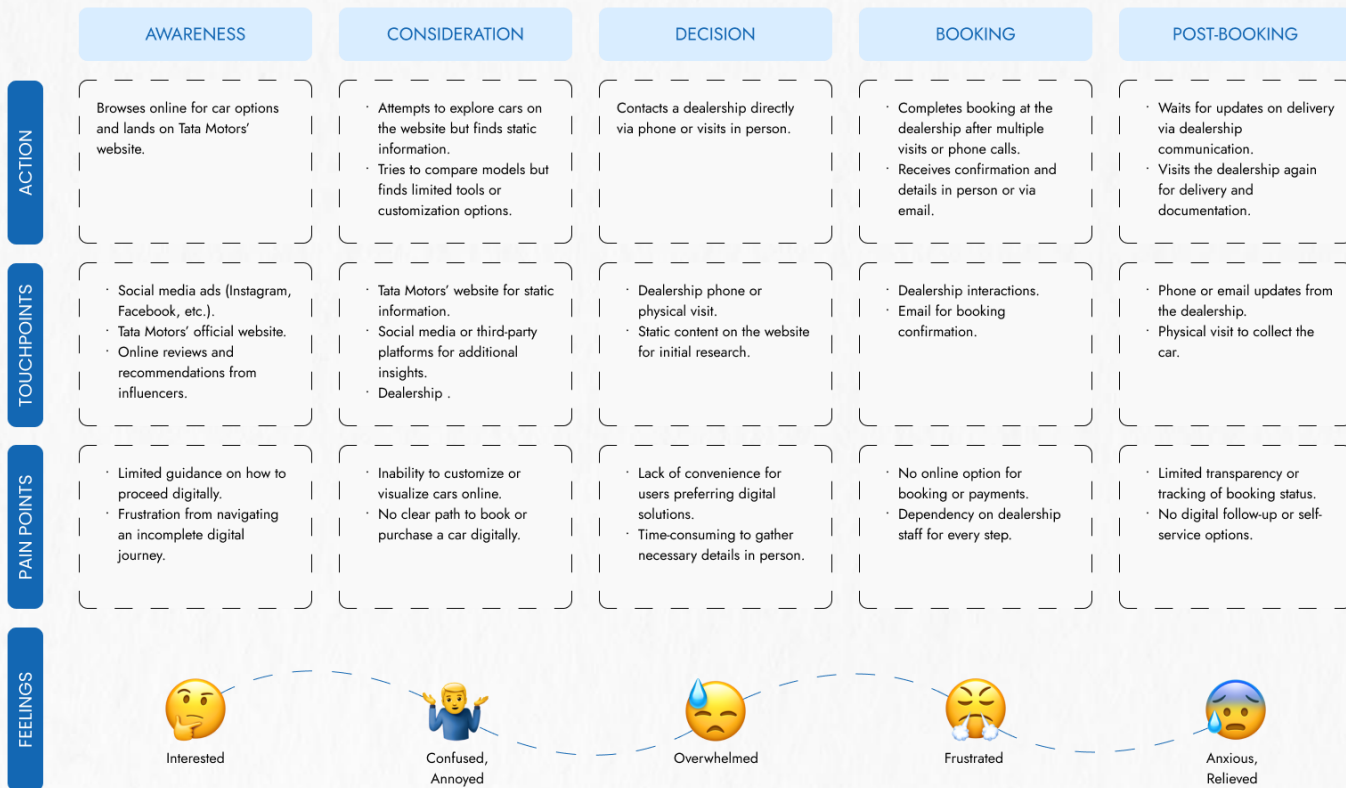
Impact on User Experience

- **Limited Interaction:** Users can't visualize or customize vehicles virtually, leading to a less informed decision-making process.
- **Lost Opportunities:** Customers who avoid visiting physical showrooms may drop off, impacting sales.
- **Competitive Disadvantage:** Rival brands offering virtual showrooms & online purchasing options gain a competitive edge.

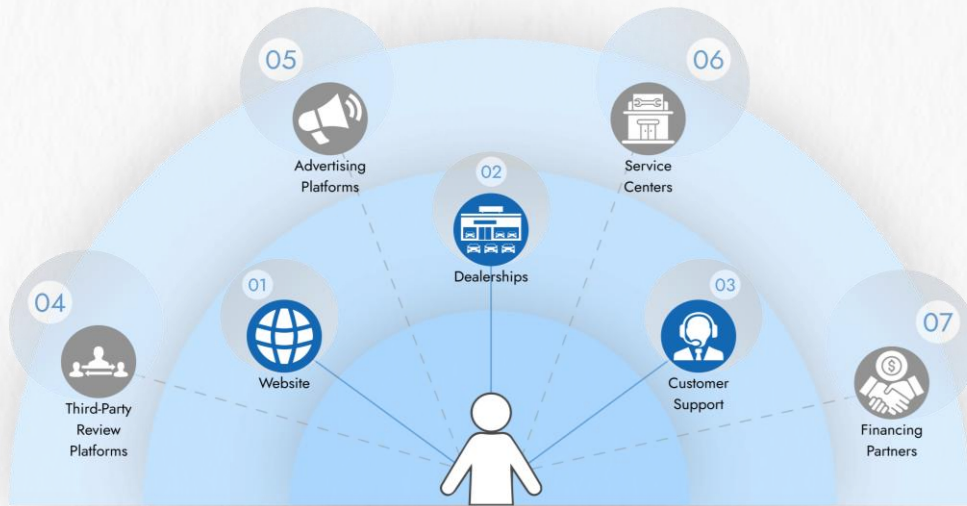


CJM (as-is)

Scenario: A user wants to purchase or book a car online but finds no option available on Tata Motors' current website.



Ecosystem map (as-is)



● Direct Interactions ● Indirect Interactions

- 01
 - Provides static information about car models, specifications, and pricing.
 - No option for online booking or test drive scheduling.
- 02
 - Primary point of contact for exploring cars, test drives, and purchases.
 - Inconsistent information across different dealerships.
- 03
 - Phone and email support for inquiries.
- 04
 - Users rely on platforms like YouTube, forums, and car review websites for insights.
- 05
 - Social media ads, TV commercials, and print ads drive awareness.
- 06
 - Post-purchase interaction for car servicing and maintenance.
- 07
 - Loans and EMI options provided through external banking or financing institutions.
 - Separate touchpoint, not integrated into the online journey.

Primary Research Insights (survey)

- Most people are excited about using a **virtual showroom** to check out and **customize cars**.
- People prefer **booking cars online** because it **saves time** and means they don't have to **visit the dealership**.
- They want tools to help them **compare prices** and **manage financing online**.
- Many users feel it's **hard to make decisions** because websites don't offer **enough interactive features**.
- Many believe that **AR/VR technology** can give them a similar experience to **visiting a showroom**.
- Users want to **track** their **booking status** and **receive updates** after they **buy a car**.



Primary Research Insights (personal interview)

- Users want hands-on showroom experiences replicated digitally via **AR/VR**.
- Real-time options for **colors, trims, and 360-degree views** are essential.
- Time-saving tools like **online comparisons** and **virtual test drives** are crucial.
- Side-by-side **feature** and **price comparisons** are highly needed.
- **Live chat** or **video consultations** can enhance the digital experience.
- Integrated **financing, payment calculators, and online booking**.
- Immersive tech builds **user confidence** and replicates **in-store interactions**.



Persona



Name - Rahul Mehta

Age - 35 yrs

Nationality - Indian

Tech Proficiency - High

Bio

Rahul is a tech-savvy IT professional who stays updated on gadgets and trends. He's seeking an efficient, interactive online tool to explore car options for his growing family.

• Goals

1. To explore and customize vehicles in detail before making a purchase.
2. To use technology to simplify and enhance the car-buying experience.
3. To ensure his chosen car fits his family's needs and lifestyle.

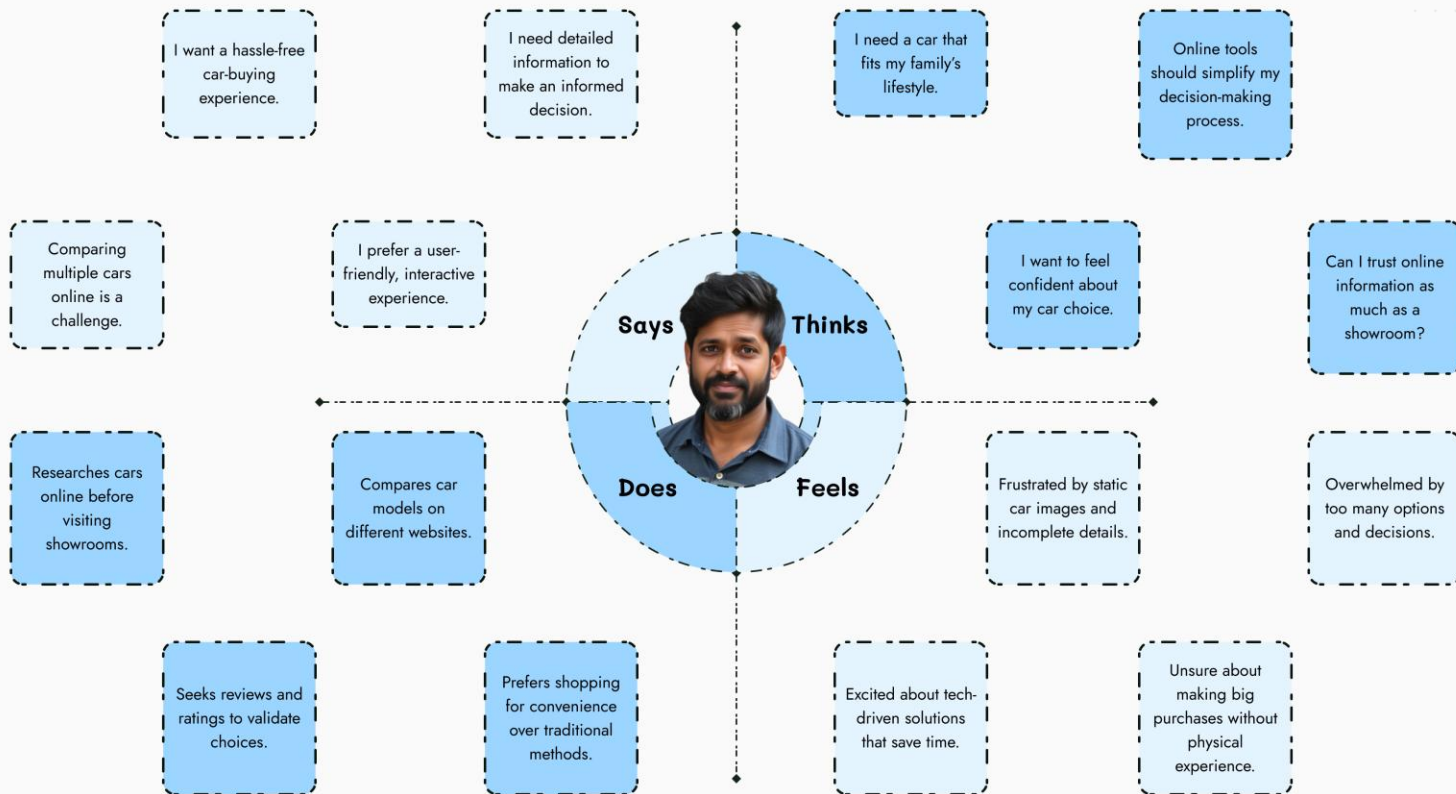
• Challenges

1. Finding it difficult to explore the car's features beyond static images and basic descriptions on most websites.
2. Struggles to compare different vehicles effectively, especially in terms of features, pricing, and performance.

• Needs

1. An immersive, interactive platform that allows him to explore and customize cars from home.
2. An easy way to compare multiple cars side-by-side with detailed specs, features, and pricing.

Empathy map



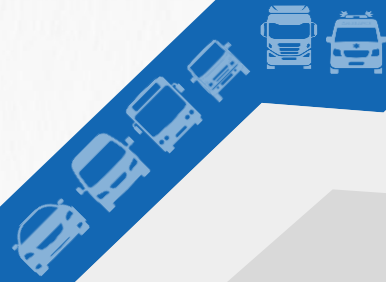
Problem statement

Tata Motors' current **website** allows users to **browse vehicles** but lacks the functionality to offer an **immersive, interactive**, and **seamless online car-buying experience**.

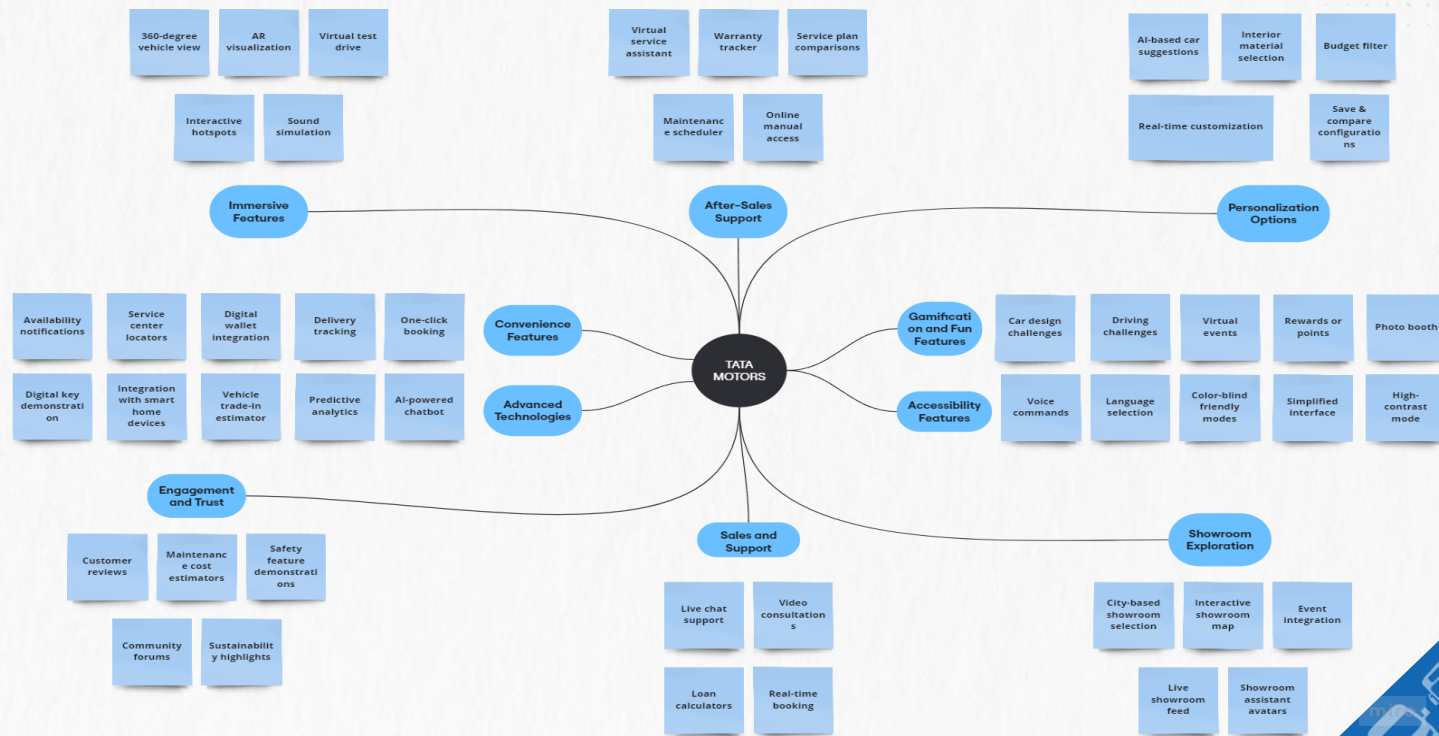
This gap results in:

- Limited **user engagement**.
- Difficulty in **decision-making** due to the absence of **hands-on** or **realistic digital tools**.
- A lack of features like **customization, virtual test drives** and **online purchase options**.

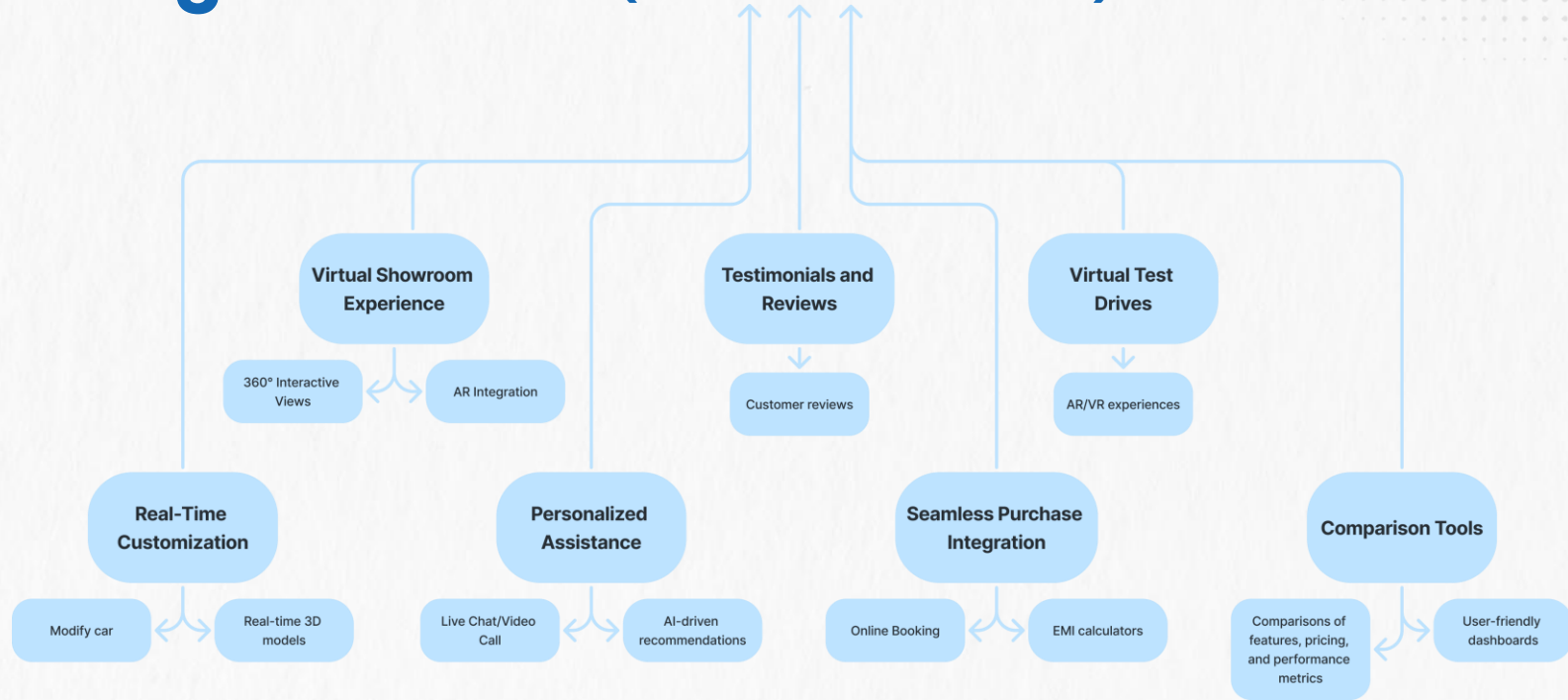
This creates a **disconnect** for users seeking a **digital alternative** to in-store showrooms, impacting both **user satisfaction** and **potential sales**.



Brainstorming (Features)



Design Solution (Tata Motors Virtual Showroom)



Low-Fidelity wireframes

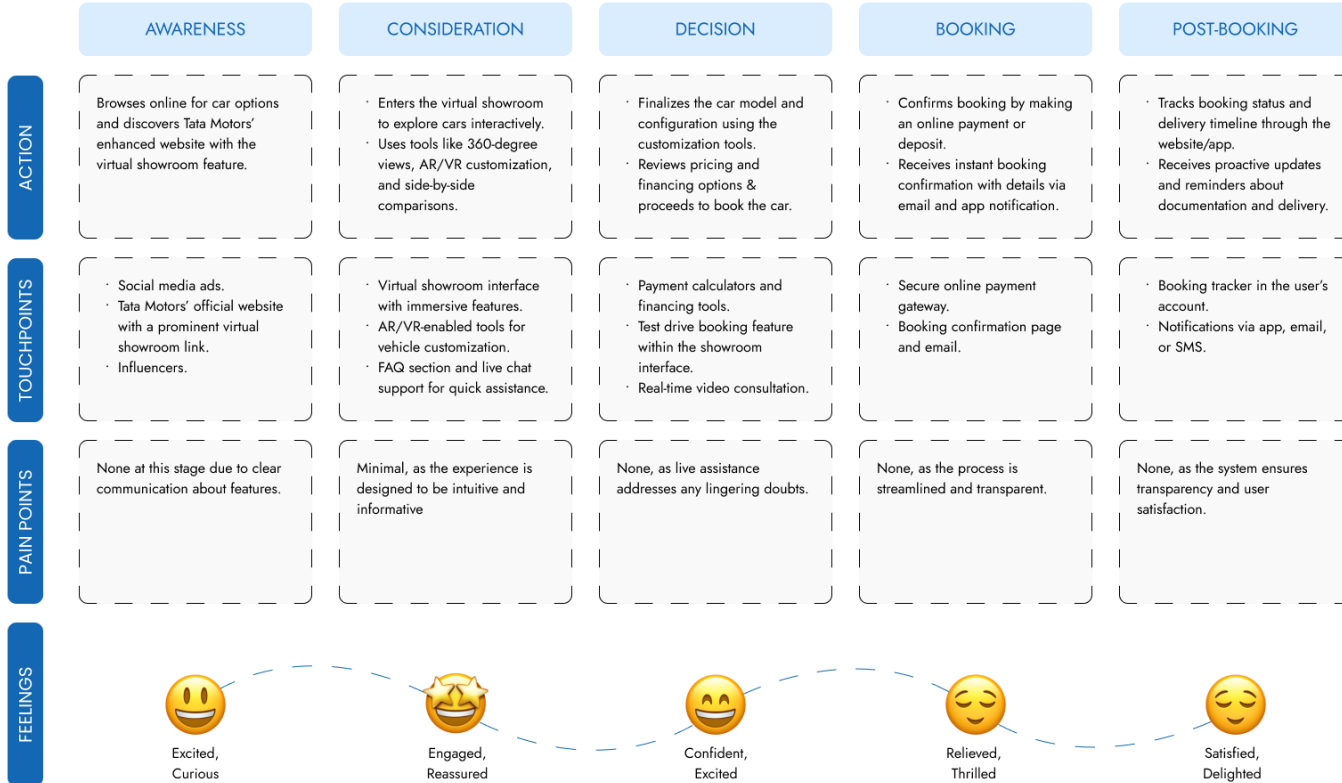


<https://bit.ly/TataMotors-Low-Fi>

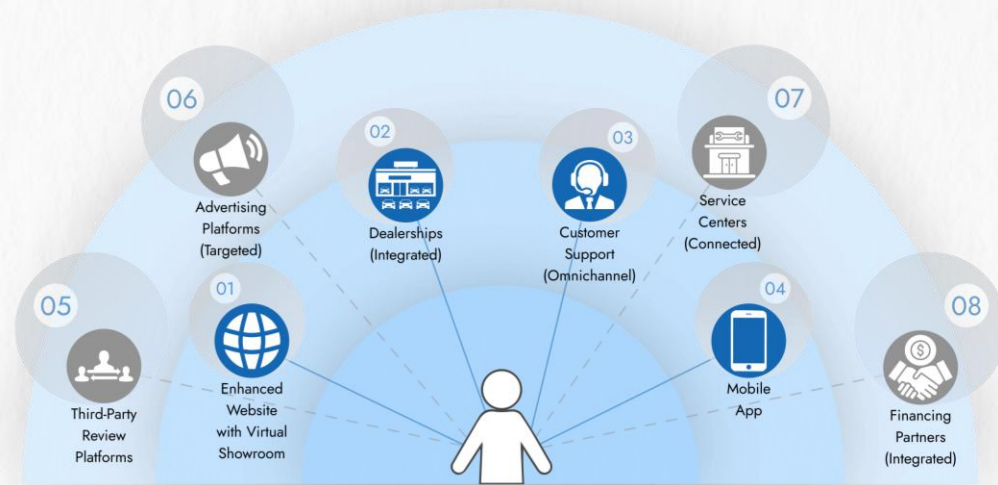


CJM (to-be)

Scenario: A user wants to purchase or book a car online through Tata Motors' proposed virtual showroom platform.



Ecosystem map (to-be)



Direct Interactions



Indirect Interactions

01

- Interactive tools like 360-degree car views, AR/VR customization, and virtual test drives.
- Integrated booking system for cars and test drives.

02

- Connected with the online platform for synchronized information.
- User preferences saved online are accessible at dealerships.

03

- Available via chat, call, and video consultation.

04

- Mirrors website functionalities for a seamless experience.
- Real-time updates on booking and delivery status.

05

- Active engagement on forums and collaboration with influencers for honest reviews.

06

- Personalized ads based on user behavior and preferences.

07

- Post-purchase interaction connected with user profiles for seamless servicing.
- Integration of service history into user accounts.

08

- Loans and EMI options integrated into the online platform.
- Real-time approval and customization of financing plans.

Conclusion

The proposed **omnichannel experience** for Tata Motors ensures a **seamless, interconnected ecosystem** where users can **explore, book, and finance cars** through an **integrated platform**. By leveraging **AR/VR technology, targeted ads, and connected service centers**, this solution eliminates existing gaps and enhances **customer convenience and engagement**. The addition of **online booking** and **real-time support** further establishes Tata Motors as a **pioneer in digital transformation**, delivering a **consistent, user-centric journey** across all channels.



Thank You