

# FutureCraft

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## Redefining the Road Ahead: Navigating the Transforming Landscape of Automotive Customer Profiles and Uses

An exploration of ideas in reimagining the  
automotive customer journey



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In a world where the only constant is change, the automotive industry finds itself at a crossroads, witnessing a profound evolution in the profiles and purposes of its customers. No longer tethered to traditional notions of transportation, today's automotive consumers demand more than just a means of getting from point A to point B.

They seek experiences, connectivity, sustainability, and personalization in every mile traveled. As the tides of innovation continue to reshape the automotive landscape, FutureCraft drives explorative concepts into the heart of this transformation.

Through a lens of free thinking and exploration, we invite you to join us on a quest to explore future's automotive customer journey.

From the rise of EVs to the dawn of autonomous driving, from the emergence of sharing economies to the fusion of mobility with digital ecosystems, in these pages, you will see reimagining, uncovering insights, trends, and possibilities that defy convention and challenge the status quo.

Guided by a spirit of innovation and a passion for reimagining what is possible, FutureCraft has curated this collection of ideas as a beacon of inspiration for industry leaders, visionaries, and innovators alike.

This guide prepares us towards a journey into the unknown. The road ahead is winding, but with courage, creativity, and a willingness to embrace change, the possibilities are limitless.

**Welcome to "Redefining the Road Ahead: Navigating the Transforming Landscape of Automotive Customer Profiles and Uses".**



## About FutureCraft

At FutureCraft, we bridge the gap between cutting-edge innovation and user-centred design to help enterprise businesses thrive in today's dynamic markets.

FutureCraft's suite of strategic innovation consulting services is designed to turn your vision into reality, ensuring that your organisation not only keeps pace with the ever-evolving marketplace but sets the pace.

Vaishnavi Bala Kumaran, founder of Origin UX Studio and Shrinath V, a product strategy veteran with over two decades of experience, come together, to able leadership teams through a comprehensive process, crafting innovative solutions that not only deliver on your business goals but also resonate deeply with your target users.



Vaishnavi Bala Kumaran  
Founder, The FutureCraft



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## The profile of automotive customers & uses for vehicles are seeing a lot of change

We have identified three key personas driving this shift:

**First-time car buyers:** For this category, buying a car signifies more than just transportation—it symbolizes independence and maturity. They seek vehicles that align with their values and aspirations.

**Upgrade car owners:** Seen as extensions of their personalities, cars for this category are not just tools for commuting; they are statements of status and style. These individuals demand sophistication and functionality in equal measure.

**Weekend travellers:** Adventure beckons for this group, who cherish the freedom of the road. They require vehicles that seamlessly transition from weekday practicality to weekend getaways, embodying versatility and spontaneity.

## The automotive retailing space is changing in response to this



- Project Arena launched to offer a reimagined showroom experience to customers.
- Suzuki currently has over 1200 digital-enabled showrooms in India
- They claim to have digitized 24 of the total 26 touchpoints in a customer's journey



- Opened its first digital showroom in Coimbatore; plans to expand to other centres.
- 200 sq-ft digital screen allows customers to explore entire range of cars interactively.
- It is also working on an AI Lab to enable features like speech recognition, predictive maintenance and more.

## The automotive retailing space is changing in response to this



- Plans to launch special experiences for EV buyers using a shop-in-shop model in their retail stores
- Provide an augmented reality or virtual reality experience to customers at showrooms, malls, etc.
- Allows customers to explore the entire vehicle without having it in front of them.



- Opened the world's first metaverse powered store in Italy
- The Fiat Metaverse Store (accessed using any smartphone or computer) provides a virtual 'shopping experience' and there's a real FIAT Product Genius on hand to answer questions.
- A virtual test-drive is also provided by the completely immersive tool and it is done on the roof of the Lingotto building in Turin



# A delightful, seamless human centric experience is becoming key to attract & retain customers

This requires looking at the customer journey for purchases and services very differently.



## THE APPROACH

# An observation led approach to reimagine customer journeys

### Observation

Closely observe customers during the purchase/service journey. Identify areas of delight, frustration, behaviors, habits & routines.

### Analysis

Analyze individual journeys as well as clusters of journey. Analyze aggregate data on different parts of the customer's journey.

### Inference

Identify key individual and aggregate patterns. Identify key moments through the journey to influence or nudge customers.

### Action

Plan small interventions during the customer journey. Analyze response and refine actions.

### Outcome

Build new patterns of engagement based on learning from the cycle. Larger scale rollout based on business readiness.

## CONCEPTS DEVELOPED

# Initial explorations around improving customer experience during purchase or service

### In strategizing our approach, we aim to:

- Delight customers by blending online & offline experiences
- Rethink pit-stops in the purchase/service journeys and opportunities they offer
- Understand customer behaviors and identify key influence points
- Keep customers engaged with the brand
- Identify unstated needs that could be met by partners
- Improve dealer/service centre efficiency while prioritizing customer needs
- Use data analysis to improve customer satisfaction & business metrics



CONCEPT 1

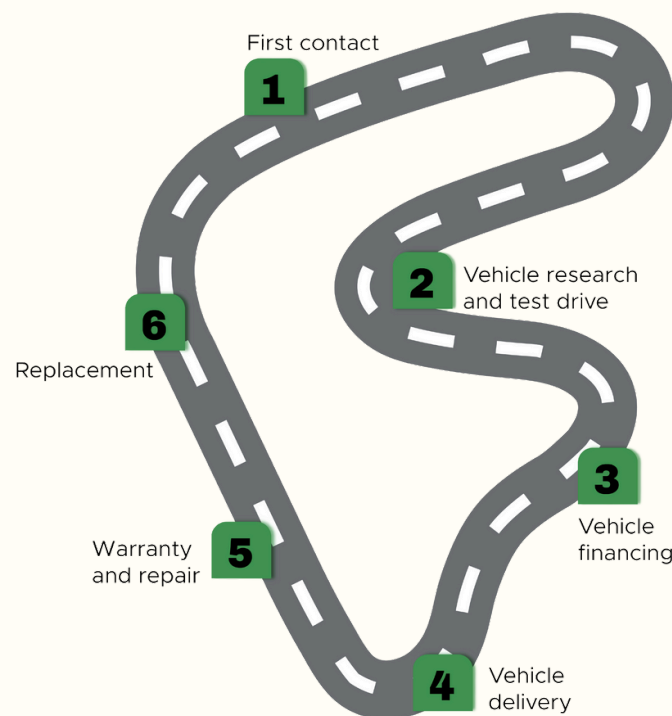
# Reimagining the purchase journey

Key explorations:

- Can we help improve changing customer purchase journeys to build stickiness?
- Ways to design rich, personalized experiences
- Possible business benefits & technology levers
- Technology as a driver for business goals
- Valuable insights for CXOs

## CONCEPT 1: Reimagining the purchase journey

### Can we help improve changing customer purchase journeys to build stickiness?

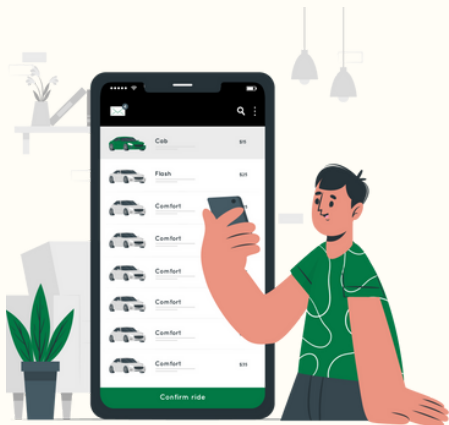


**We influence key moments in decision making through:**

- Customer profiling
- Social media information
- Targeted campaigns
- Allow choice & configuration online
- Digital showroom experience
- Digital feedback collection to drive instant action
- Continuous engagement post purchase



CONCEPT 1: Reimagining the purchase journey



Mr. A is looking to upgrade his car. He starts his research online for models in his budgeted range.

He decides to try Model A seeing positive reviews & recommendations on Social Media.



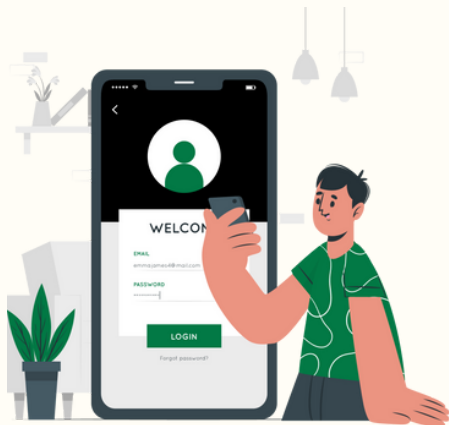
He logs in Car X website and gets to know about car ranges, current offers, service information.

He selects the Car X Model A & sees options to customize the vehicle & pick accessories.



He sees financing & insurance options. He also sees an exchange option for his old car.

He selects a test drive at a nearby dealer by picking a time slot when he can be there.



He downloads the Car X app & gives his personal details. He makes a down payment and drives out in his new car.

He gets regular updates on his car's performance; Car X offers and events through the app. It keeps him connected with Car X.



At the showroom, he is given a VR walkthrough of the different parts of the car & options to upgrade.

He settles on the perfect car for him & picks an easy financing option.



He is picked by Car X representative and taken on highway for test drive.

After the test drive, he receives a customized offer from the dealer in his inbox which he can redeem at the showroom.

## CONCEPT 1: Reimagining the purchase journey

### Rich, personalized experiences can be designed using

#### Consumer Profiling

In strategizing our approach, we aim to: Delight customers by blending online & offline experiences. Rethink pit-stops in the purchase/service journeys and opportunities they offer. Understand customer behaviors and identify key influence points. Keep customers engaged with the brand Identify unstated needs that could be met by partners. Improve dealer/service centre efficiency while prioritizing customer needs. Use data analysis to improve customer satisfaction & business metrics.

#### Digital Interaction

Digital interaction acts as the conduit through which these personalized experiences are delivered. In today's hyper-connected world, digital platforms serve as the primary touchpoints between businesses and consumers. Whether through social media, mobile apps, or websites, these channels offer unparalleled opportunities for engagement. By leveraging cutting-edge technologies such as AI and machine learning, companies can create immersive digital experiences that captivate audiences and foster meaningful connections.

#### Seamless Experience

Seamless experience flow is essential for ensuring that these interactions feel natural and intuitive. From initial contact to post-purchase support, every step of the customer journey should be frictionless. This requires careful orchestration across all touchpoints, with a focus on consistency and coherence. By removing barriers and streamlining processes, businesses can create seamless transitions that keep customers engaged and satisfied at every turn.

**CONCEPT 1: Reimagining the purchase journey**

## Consumer Marketing

Consumer marketing serves as the final piece of the puzzle, tying everything together with a cohesive narrative. Through targeted campaigns and personalized messaging, businesses can amplify the impact of their offerings and forge deeper connections with their audience. By aligning marketing efforts with consumer insights, companies can cut through the noise and deliver messages that resonate on a personal level.

## Possible business benefits & technology levers

### Business Benefits

- Targeted experiences for customers to make them feel valued & build brand affinity
- Improve loyalty & retention metrics
- Instant feedback to help improve experiences
- Huge consumer profiling opportunities
- Sampling, test marketing, targeted marketing, display advertising, etc.
- Post purchase engagement through Car X app

### Technology Levers

- Analytics & customer profiling
- Data-driven decision making
- Mobile technologies
- Loyalty management
- Digital payments
- Feedback & customer interaction management
- Machine learning & predictive analytics
- IoT & sensor data analytics

## CONCEPT 1: Reimagining the purchase journey

### Technology as a driver for business goals

#### Online model research

- Social media sentiment analysis

#### Online model customization

- Analytics of visitor patterns
- Sync of customization options with availability
- Order reconciliation with backend

#### Test drive experience

- Booking Online via multiple channel offerings (Automating entire process)
- Real-time analysis of the business, ensuring that right models are with right dealers
- Contextual information to improve upsell capability
- Customer profiling and analysis
- Seamless transition to the purchase phase
- Instant feedback on test drive

#### Showroom Visit

- Digital training manuals for salesperson
- Digital data capture for customer profiling
- Backend integration for customization/ accessories
- Offer recommendations based on customer profiles
- Order reconciliation with backend (requires integration with dealer management system)

## CONCEPT 1: Reimagining the purchase journey

### Insights for CXOs

By tracking the customer journey closely, the CXOs can also gain valuable insights about business through custom dashboards

#### Analytics around Test Drive bookings

- Identifying dominant customer profiles in regions
- Planning which car models to ship where for test drives
- Offer effectiveness analysis
- Test-Drive to Purchase Conversion

#### Showroom Customer Analysis

- Analytics of visitor patterns
- Retention analysis (triggers, offers, conversions, etc.)
- Sync of customization options with availability
- Order reconciliation with backend

#### Inventory management

- Consolidated view of stock, globally
- Maintain stock levels with greater accuracy, reducing part inventory
- Part shortage management
- Identify capacity constraints and take action before they cause delay



CONCEPT 2

# Reimagining the service journey

Key explorations:

- Car X app that acts as 24\*7\*365 service assistant
- Instant access to expert help using chat/FAQs
- Real-time action on customer feedback
- Condition based service program (needs additional data)
- Customer loyalty programs
- Refined targeting through clustering customers
- Manage service wait time expectations
- Digital quality control
- Engaging partner experiences

CONCEPT 2: Reimagining the service journey

Reimagined car service journey



Mr. A receives a notification from his Car X app that a car service is due.

He chooses a time for a technician to visit his office to inspect the car for issues.



The Car X service rep arrives at the scheduled time, takes photos for external conditions using his Service manager app and notes his observations.

Mr. A gets a diagnosis update suggesting service options along with an initial estimate that he agrees to.



He also sees potential slots for service and picks Wednesday as he's shown a discount for the day.

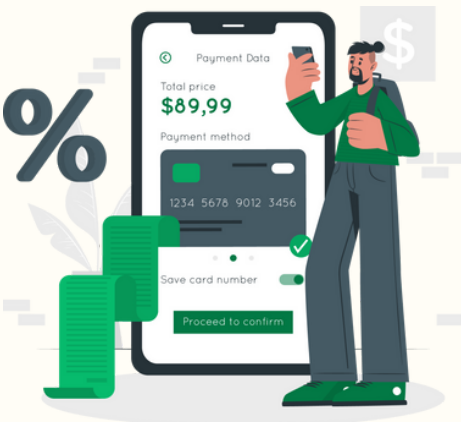
He chooses to have his car picked up, but wants to go to the services station to collect his car.



He chats with a service manager who recommends using a high-octane fuel.

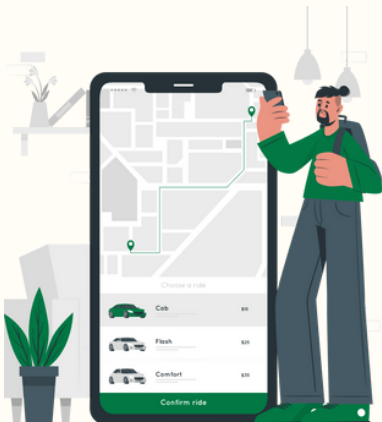
He makes his payment & shares feedback using the app.

Based on his driving history, he sees he can postpone the next service by a couple of months.



He's pleasantly surprised to see a discount on his total bill due to his being a loyal customer.

He also sees an option to call for emergency help in case of accident on the app as well as an option to upload photos to insurance if required.

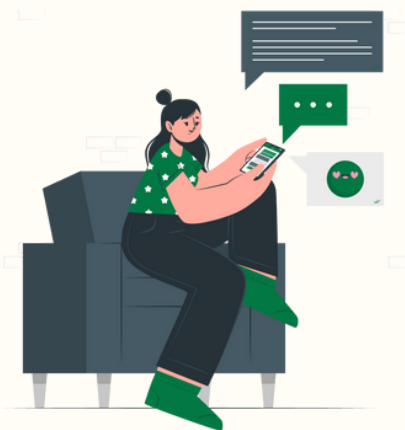


He gets details of tasks completed and estimated time of pickup. He also sees an offer to upgrade to alloy wheels.

While waiting for his pickup, he sees an ad for a newly launched model and a referral option. He refers a friend who's looking to buy a new car.

CONCEPT 2: Reimagining the service journey

Reimagined service journey with partners & analytics



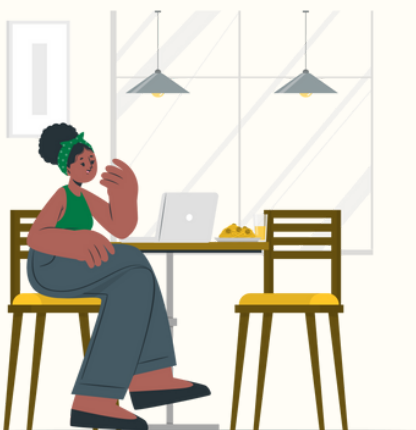
Ms. S plans a road trip. She decides to get a quick check up & wheel balancing done.

She looks for nearest service center on her app, books a slot & drives down there.



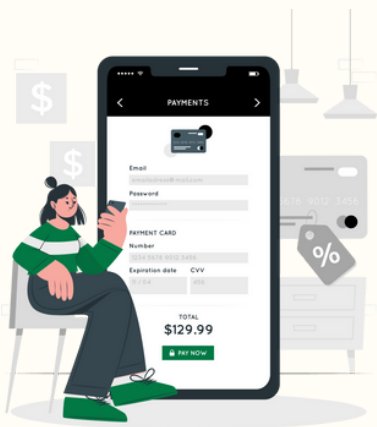
The service rep has received information on her Service manager app and does a quick inspection of the car.

He also reads car info from the OBD port and checks all vitals are fine.



While Ms. S waits at the service station, she receives a notification that work on her car has started and will be done in an hour.

She stops at a coffee shop with Wi-Fi at the station and sends an email that's due.



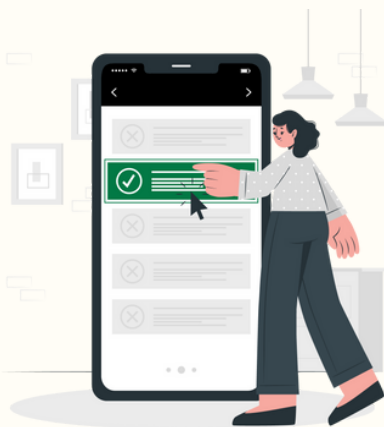
She gets a special loyalty discount and makes payment and gives feedback using the app.

Her app also shows her nearby Car X road assistance with an option to share her location if required. She leaves feeling safe & enthused about the upcoming trip



She sees customized offers of hotel getaways within a 200 km distance & picks one.

She is notified that her service is done & is delighted to see that the firm has given her a set of new car perfumes to try & later rate on the app.



The app shows her info on service progress and info of accessories suited for her car

She picks a car seat for her infant that's on offer on a rental basis for the trip

### CONCEPT 2: Reimagining the service journey

## Rich, personalized experiences can be designed using

### Consumer Profiling

Consumer profiling forms the foundation of personalized experiences. By analyzing data on demographics, behavior, and preferences, businesses gain invaluable insights into their customers' needs and desires. Armed with this knowledge, they can tailor products, services, and marketing efforts to match each customer's unique profile, fostering deeper connections and driving engagement.

### Digital Interaction

Digital interaction serves as the primary vehicle for delivering personalized experiences in today's digital age. Through websites, mobile apps, social media, and other digital platforms, businesses can engage with customers on a more personal level than ever before. By leveraging technologies such as AI, chatbots, and personalized recommendations, they can create immersive digital experiences that anticipate and fulfill individual needs in real time.

### Workflow management

Workflow management plays a crucial role in ensuring the seamless delivery of personalized experiences across all touchpoints. By optimizing internal processes and workflows, businesses can streamline operations and eliminate friction points that detract from the customer experience. This enables them to deliver consistent, high-quality service at every interaction, enhancing customer satisfaction and loyalty.

**CONCEPT 2: Reimagining the service journey**

## Service Integration

Service integration brings together various elements of the customer experience ecosystem to create cohesive, end-to-end journeys. By integrating systems, platforms, and data sources, businesses can break down silos and enable seamless communication and collaboration across departments. This ensures that every customer interaction is informed by a comprehensive understanding of their preferences, history, and context, enabling businesses to deliver truly personalized experiences at scale.

## Possible business benefits & technology levers

### Business Benefits

- Make service a key part of the brand engagement experience as it is more frequent than purchase
- Maintain transparency on service journey with customers
- Refined business processes - Accurate customer requirement data, consumables data, parts inventory, workshop capacity to enable low waiting time
- Opportunities to up-sell accessories/services to service customers

### Technology Levers

- Analytics & customer profiling
- Data driven decision making
- Mobile technologies
- Feedback & customer interaction management
- Machine learning & predictive analytics
- IoT & sensor data analytics
- Loyalty management
- Integration to workflow systems
- Digital quality control

## CONCEPT 2: Reimagining the service journey

### How tech can integrate with business objectives

#### Booking a service

- Notification on when service is due, service availability, timings and potential duration of service (requires integration to existing dealer management systems)
- Offer management (discounting on particular days)
- Loyalty program based offers
- Booking management (integrate into order queue)

#### Service at Home (Mobile Service)

- Schedule a visit
- Service details captured in app (requires integration with existing system for history data)
- Record new service requirements
- Offer management
- Feedback on service (digital)

#### Service Process

- App based notification of what needs to be done and approval process
- Integration into workflow process
- Regular notifications of completion
- Estimated time of completion (if possible)
- Offer/upgrade suggestions
- Feedback management



**CONCEPT 2: Reimagining the service journey**

## Recommendations

- Integration with OBD to read car data
- Notify on app and give suggestions on service
- Chat based integration for queries
- Online contracting options

## Business insights for CXOs

Here are key insights derived from various analytical perspectives that can guide CXOs in this endeavour:

### Service Effectiveness Analysis

Delve deep into service effectiveness by analyzing various metrics such as service turnaround time, customer satisfaction scores, and service quality ratings. Identify areas of improvement and implement targeted strategies to enhance service efficiency and customer satisfaction.

### Service Feedback Comparison

Benchmark service feedback across different touchpoints to identify trends and patterns. Utilize comparative analysis to address recurring issues promptly and continuously refine service standards to exceed customer expectations.

### Workflow Analysis

Conduct workflow analysis on a granular level, considering factors such as day-wise and region-wise variations. Optimize service processes, resource allocation, and inventory management to ensure seamless service delivery and minimize operational bottlenecks.

### CONCEPT 2: Reimagining the service journey

#### **Upgrade/Offer Analysis**

Evaluate the success of upgrade and offer initiatives by analyzing customer uptake and response rates. Utilize insights to tailor offerings to specific customer segments, enhance value propositions, and maximize revenue generation opportunities.

#### **Retention Analysis & Understanding Underlying Reasons**

Dive deep into retention data to understand the underlying reasons for customer churn. Identify pain points in the service journey and implement proactive retention strategies, such as personalized incentives and loyalty programs, to foster long-term customer loyalty.

### **Customer Profiling**

Leverage customer profiling to gain a comprehensive understanding of customer preferences, behaviors, and needs. Use insights to personalize service interactions, anticipate customer requirements, and deliver tailored experiences that resonate with individual preferences.

#### **Integration Across Multiple Dealers with DMS**

Integrate data from multiple dealerships through Dealer Management Systems (DMS) to obtain a unified view of customer profiles and service histories. Streamline communication and service coordination across dealerships to deliver consistent and cohesive experiences.

**CONCEPT 2: Reimagining the service journey****Analysis of Up-sell/Cross-sell Campaigns and Successes**

Analyze the performance of up-sell and cross-sell campaigns to identify successful strategies and customer preferences. Optimize campaign targeting, messaging, and timing to drive incremental sales and enhance customer value.

**Loyalty Program Management**

Effectively manage loyalty programs to incentivize repeat business and strengthen customer relationships. Utilize data-driven insights to design loyalty initiatives that resonate with customers, drive engagement, and foster brand advocacy.

By leveraging these insights and adopting a data-driven approach, CXOs can reimagine service journeys in the automotive sector, driving sustainable growth, fostering customer loyalty, and maintaining a competitive edge in the market.

# FutureCraft

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Let us help you  
figure out what's  
next.

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