

Automotive Omnichannel Experience

Reinventing the customer experience for a new era across automotive marketing, sales and service.

A new automotive industry is emerging, fast. Connected, software-driven electric vehicles and consumers' rapidly changing needs and buying preferences are combining to force the biggest change to the industry in decades. To meet these new needs, and more, OEMs must deliver continuous and dynamic interactions across marketing, sales and service that are data-driven, insight rich and personalized for every customer. In short, OEMs have to dispense with the idea of simply being auto manufacturers, and transform into mobility companies infused with the DNA of technology and retail.

Consumers want constantly relevant, hyper-personalized and dynamic digital experiences:

72%

expect the brands they choose to understand how their needs are changing, and commit to addressing them.

\$673B

estimated spending in AR and VR in automotive by 2025 due to changing consumer expectations around experience-led design and embracing the metaverse.

“The customer experience is more than the perception of the brand and product. The focus is on the seamlessness of the process and the journey across touchpoints.”

Vice President, Corporate Strategy,
a major premium global OEM

To meet these needs—and more—automotive OEMs must transform from driving one-off sales to creating lifelong relationships with every customer. That's why we've created the Automotive Omnichannel Experience (AOE) solution. It provides OEMs with everything they need to completely rewire customer engagement for a new era of growth. AOE enables connected and immersive marketing, sales and mobility services built around customers' changing lives and needs.

Reinventing for automotive's new era

To meet the challenges that OEMs face demands nothing less than complete reinvention. That means transforming from vehicle manufacturers into mobility companies with technology and retailer DNA. AOE supports that transformation through:



Advanced digital marketing models and next-generation immersive content to boost growth and lower costs.



A transformed direct-sales model enabling omni-channel sales experiences, including virtual and augmented reality, and unlocking new revenue from mobility services.



Lifetime sustainable services that delight customers with noiseless, automated digital delivery.

Automotive Omnichannel Experience benefits

AOE brings together Accenture's leading capabilities and assets in next-generation marketing, digital content, customer and operational excellence. Together with our ecosystem of leading strategic partners, we help OEMs deliver exceptional experiences to their customers and:



Reimagine customer experience

Reinvent marketing, sales and service to delight customers with intuitive, engaging and rewarding experiences.



Discover and drive new revenues

Generates new revenue growth opportunities by creating customer loyalty that will ultimately drive product and service re-purchase.



Accelerate transformation

Take advantage of AOE's accelerators and transformation capabilities to transition faster to new mobility services.



Take loyalty to the next level

Maximize marketing, commerce and service effectiveness with consistent experiences built around and integrated into customers' lives.



Rapid value at global scale

Achieve rapid value and ROI with pre-configured assets and a platform approach that scales globally across all markets.

See what our solution can do for you

Reach out to our team to schedule a discovery session and find out how our Automotive Omnichannel Experience solution works.



Alberto Sernia

Managing Director,
Accenture
alberto.sernia@accenture.com



Lorenzo Broccardi Schelmi

Managing Director,
Accenture Song
lorenzo.broccardi@accenture.com



Marcello Tamietti

Managing Director,
Accenture
marcello.tamietti@accenture.com



Christian Barth

Managing Director,
Accenture Song
christian.barth@accenture.com

