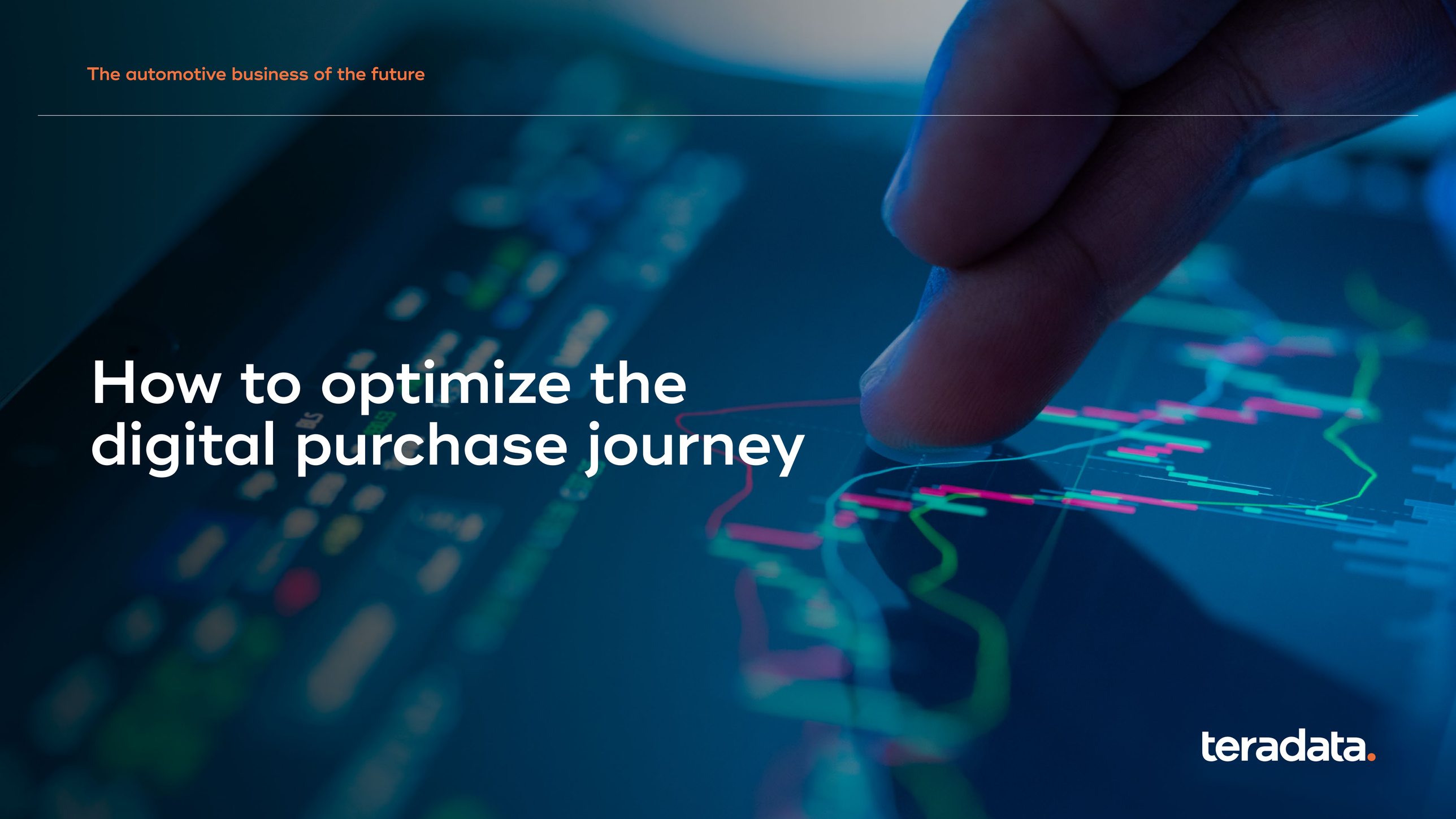
# How to optimize the digital purchase journey



teradata.

# Put data in the driver's seat

**From R&D to customer service; massive amounts of data are collected throughout the lifecycle of a vehicle. But whether from smart machines in factories, sensors in vehicles, or interactions between brands and customers, the majority of this data sits in isolation today.**

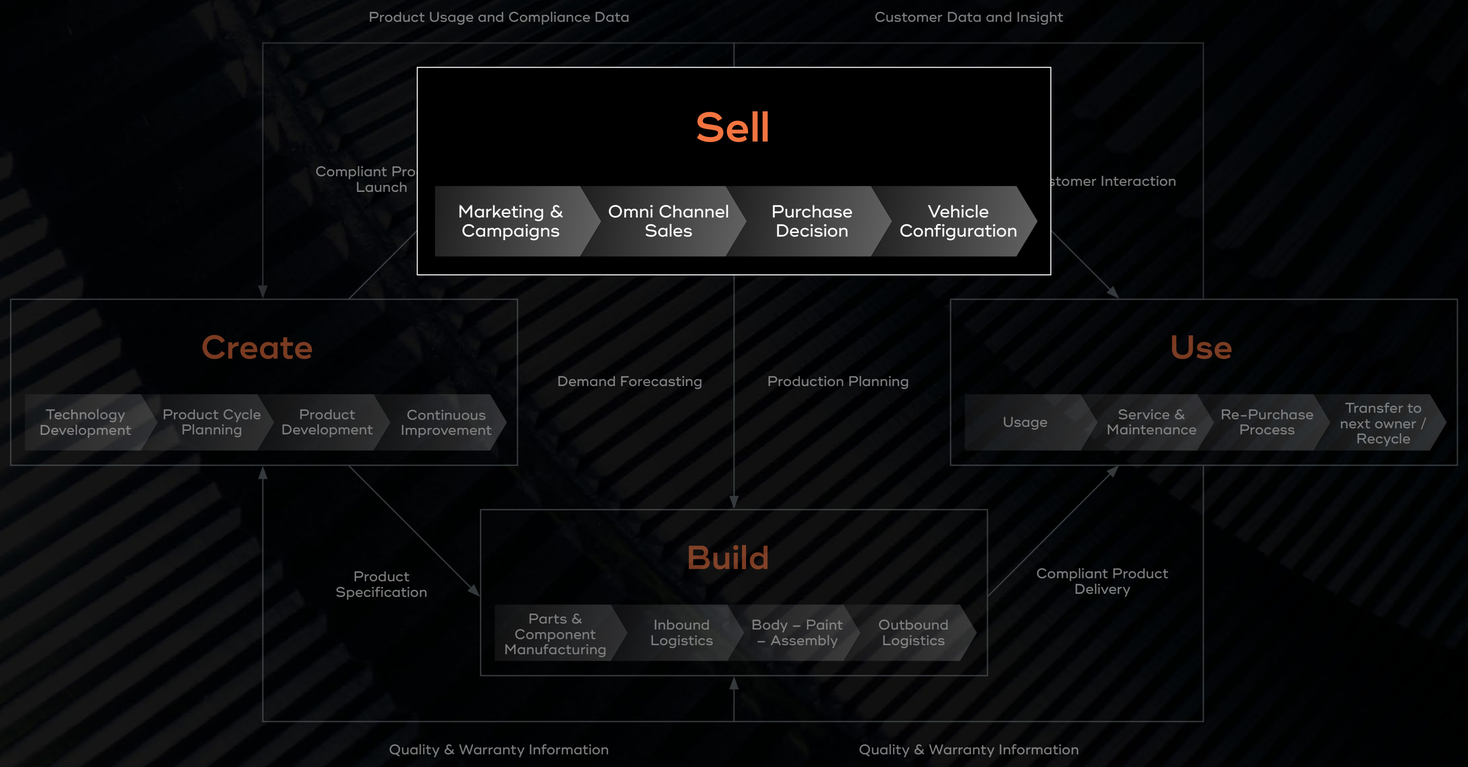
The vehicle moves along a physical path as it is planned, designed, produced, sold, and used by the end customer. But the data generated and used at each point remains behind – rarely if ever impacting any other part of the lifecycle.

A new, connected model is needed to compete in today's digital economy. A digital fabric that connects data from disparate processes, to create a complete and accurate picture across the entire enterprise.

Many are looking to machine learning and AI as the silver bullet to build and retain competitive advantage. But the truth is that automotive businesses must first create the right context and data environment for these technologies to deliver the intended business value.

**In this brochure, we give you ideas on how to utilize data in sales to win the race for the car of the future.**

# The Digital Fabric: Data drives efficiency and value as it integrates the automotive product lifecycle




## Sell

Anticipate vehicle sales opportunities, optimize the digital sales journey, and enable personalized vehicle configuration prompts.

It is essential that you create a holistic 360° view and strategy of your data from development and manufacturing to sales and customer service. Our in-depth brochure shows you how to do just that.

**Read brochure now**

# Sell

## The most successful companies in the world are those that have established a platform, created their own applications, and allowed third parties to contribute to and leverage their user base.

The more users a platform gains, the more data they create through interactions, enabling platform holders to improve and tailor solutions and experiences. And in turn drive user growth and more interactions.

Big Tech companies dominate their markets using data to improve products and experiences with every interaction.

The automotive industry has been slow to learn the lessons of Big Tech, but that too is changing.

**Contact Teradata to explore how the digital fabric can help you build better.**

GET IN TOUCH

# Optimize the digital purchase journey

For many years the trend has been that the journey is moving online. In the past, decisions were made at the dealership over multiple visits. Increasingly, new vehicle decisions are being made online with as little as one or two dealership visits to confirm and finalize option choices.

The wealth of media created by brands, dealerships and independent influencers continues to increase. Customers are increasingly comfortable with online advice and decision making. Brands are responding by investing heavily in the online sales journey.

To get the maximum return from this significant investment, the purchase journey must be well understood. From this base of understanding, brands can optimize campaigns and content, integrate online and offline portions of the journey, and guide customers in real time to improve conversion ratios.

## How can it be done?

All data from customer interactions must be captured and integrated to form a digital thread that follows individual vehicle purchase journeys – both online and in the dealership.

Successful sales journeys can be compared with unsuccessful ones, and the contribution made by marketing campaigns and content can be calculated, allowing for more effective marketing spend, preventing churn and streamlining customer interactions.

Once journeys are understood and content optimized, customers can be guided down the path that increases the probability of a final sale. These guides can be automated in real time through a website or delivered through sales tools and CRM platforms to enable personalized experiences.

Mitsui Sumitomo Insurance
MS&AD INSURANCE GROUP

### Learn from Mitsui Sumitomo Insurance

Mitsui Sumitomo Insurance developed a sales support platform for its agents called MS1 Brain, which provides assistance to more than 34,000 domestic agents. MS1 Brain integrates data from disparate systems and uses AI to forecast demand, suggest next best actions to agents, and personalize content to help customers navigate complex decisions.

**Read more**

# The Digital Fabric:
## Important considerations for building analytics at scale

**Find out how data helps you innovate during the whole automotive life cycle.**

**Read more**

### Accelerate innovation that delivers positive business outcomes

Feed back data from across your business to continuously plan, optimize, and deliver new technologies and product innovations in shorter R&D cycles.

### Rapidly deploy analytics, AI and ML into business processes, vehicles and services

Increasing analytic throughput from idea to operationalization is critically important, as is managing analytic model maintenance throughout the full lifecycle.

### Digital trust – governance and data traceability

Teradata customers enjoy appropriate response times even when ML is run concurrently to simple reporting. This removes the need to fragment data into silos, reducing data governance overhead and increasing digital trust through an auditable analytic production line.

# The road ahead

The journey from isolated pilot projects to enterprise-ready capability is a treacherous one. To support thousands of projects, which together create millions of models and consume petabytes of data, you need a co-driver with an unprecedented level of data expertise. Because for the automotive industry, this is a brand new race. But for Teradata, it's one we have been perfecting for decades.

## Why Teradata?

Only Teradata offers true scalability without exponentially increasing costs. We are cloud-first, and offer multi-cloud and hybrid infrastructure for the ultimate in data flexibility. And only Teradata Vantage is capable of scaling in every direction – handling the immense data demands that you will be required to meet tomorrow, today.

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Teradata is working with leading manufacturers in the Open Manufacturing Platform community to develop solutions for Industrial IoT and Industry 4.0.

**Read more**

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Teradata is supporting the Volkswagen Industrial Cloud – an open IoT platform combining the data of all machines, plants and systems from all facilities of the Volkswagen Group – with cloud-based data analytics to optimize production processes and drive productivity increases in the plants.

**Read more**

# Talk to the experts

Book a virtual or face-to-face meeting with an expert from Teradata to explore how we can help you become the automotive company of the future.

**BOOK A MEETING**

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