

BROCHURE

Tech  
Mahindra

# Auto Retail Business- Cx



Connected World. Connected Experiences.

## Abstract

Auto retail is a potential industry within the automotive value chain that includes retail, used vehicles, leasing, subscriptions, and aftermarket servicing. These are businesses that sell a variety of branded cars and offer customer support through physical and virtual locations. Car dealers consider themselves as a one stop shop for all their client's B2C and B2B requirements, based on their portfolios.

## Introduction

With a customer-first strategy, auto dealers try to elevate customer experience, convenience, and satisfaction by leveraging cutting edge digital technology. This increases both productivity and profitability. Auto dealers are looking to employ digital solutions to solve client pain points and improve the value as new retail channels emerge. Developing an online presence, embracing digital innovation, increasing customer experience, result in data-driven decision-making for future auto dealerships.

## Our Solution



### Virtual Car Buying Customer Experience

- ▶ In a virtual showroom, the virtual reality automotive experience can be installed in any kiosk, showroom, or personal mobile device.

### Digital Dealership

- ▶ Dealer sales tool (customer acquisition and retention app)
- ▶ Ecommerce mobility frameworks (product catalog and online retail)
- ▶ Handling growing business models as Direct2Customer



### Dealership of the Future

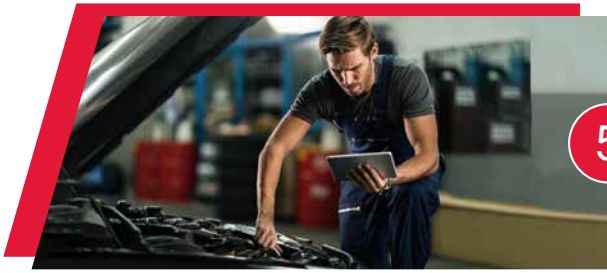
- ▶ Interactive dealership with physical and digital zones for multisensory experience
- ▶ 4D design methodology



### Omni Channel CX

- ▶ Enhances digital capabilities by providing tailored, ultra-convenient, and effortless experiences that set you apart from the competition.
- ▶ Makes digital the preferred mode of communication for all consumer interactions.





## Aftermarket: Remote Technical Support for Dealer Technician via AR

- ▶ AR remote support system enables original equipment manufacturer (OEM) dealership technicians to get real-time support from the technical assistance centre through the internet.

## Auto Finance Solutions

- ▶ Loan origination process improvement
- ▶ OCR based document verification with AI
- ▶ Pre-delinquency analytics and residual value inspection through AI

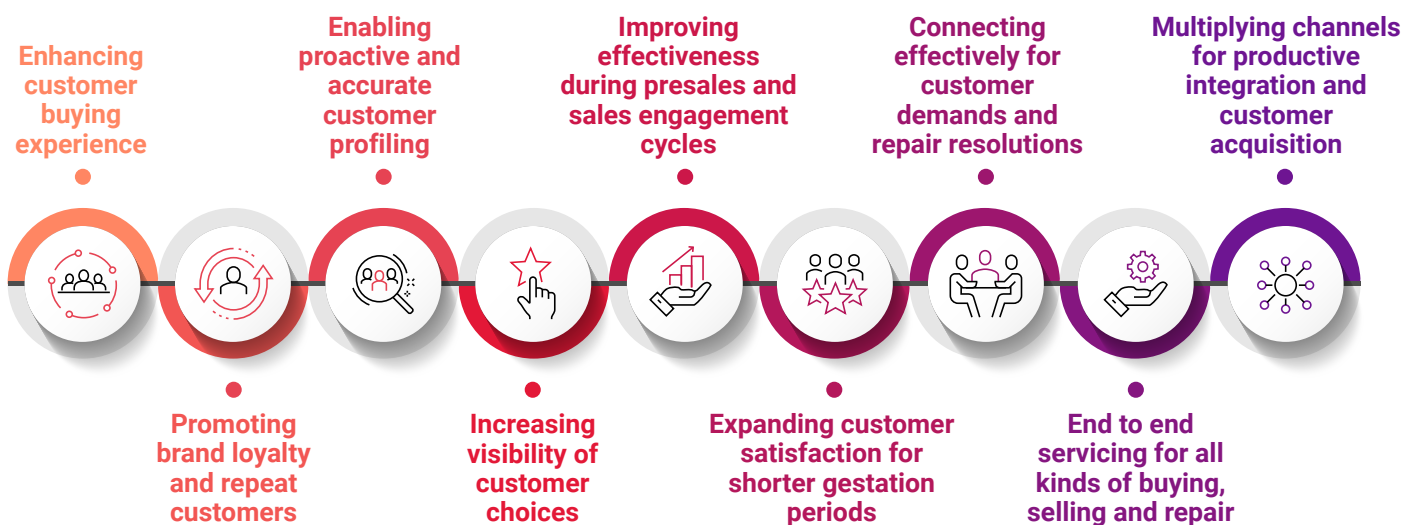


## Used Car Business

- ▶ Scalable digital platform catering to dealers/manufacturers
- ▶ Buyers, sellers, and dealers will be able to access core and complementary services through an Ecommerce platform.
- ▶ Consistently engaging customer experience across channels and accurate vehicle evaluation
- ▶ Providing 360 portal to enable dealers establish gateways in a seamless manner.



## Business Benefits



# Tech Mahindra NXT.NOW™ Advantages

Strategic partnership with vendors in enterprise app store space

In house developing and testing platform

Apt vertical based solutions to accelerate time-to-market

End-to-end service provider with global reach

Tech Mahindra, as part of the Mahindra ecosystem, has deep expertise in the automotive market, including CX, aftermarket, auto finance, and new business models/channels, such as D2C, e-commerce, subscription, leasing and used vehicle business

In partnership with our acquired firms, we also support auto retailers in establishing distinctive brand experiences that serve as the cornerstone of the digital economy, such as creative design, content creation, commerce enablement, cloud technology, cognition (analytics), cohesion (integrating all systems), consultancy, and completeness (linking brand experiences) across all channels.

In the past, we've built digital discussion tables, RPA-based process automation, customer acquisition applications, AR, VR tools for car demos, visualizing future dealerships, Omni channel, E-commerce, and more in the digital ecosystem for OEMs and auto shops

Experience in large scale development, implementation and management of enterprise mobility solutions in an app factory model

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