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Market Study Digital Customer Journey in the Car Dealership

Strategic recommendation for action in the field of digitalization of the automotive trade

Customer touchpoints, lead generation, customer experience, digital extended CI concept (space concept)

Increasing digitalization affects the entire economy and leads to significant changes in the traditional business of the automotive industry. The automotive trade and its car dealerships are challenged to adapt to changing customer needs and to establish newly emerging disruptive technology innovations in sales. An adaptation and transformation of business models is therefore inevitable. BCON - Management Consultants carries out individual market and potential analysis in the automotive trade on the basis of these challenges. These deal with the newly emerging business models in the car dealership, the necessary adjustments to the CI space concept and future strategic action solutions.

Content of the study, status 15.01.2020:

Determination of customer needs in the present & future automotive trade / Derivation of resulting new business models

- > Identification of customer requirements: Generation change - purchasing behaviour and needs analysis of the new generations
- > *Strategies for expanding* traditional business models on the basis of cross-industry developments (e.g. digital car configurator, Internet sales, virtual reality)



Development of new sales concepts & touchpoints for lead generation / Competition comparison & evaluation of elements and concepts

- > *Identification of new customer touchpoints:* Strategy derivation for the generation of new leads
- > *Competitive comparison to the digital Customer Journey (CJ):* Concept comparison of the CJ (from pre-sales to after-sales) in competition with the focus on: CI & digital elements, new touchpoints
- > *Evaluation of CI & digital elements & touchpoints* in consideration of the new customer needs



Planning of a digital space concept for the car presentation / Derivation of an optimized CRM / Project management of a digital showroom

- > *Conception of an optimal showroom* based on disruptive CI and technology elements
- > *Conception of a test mock-up and optimization of the customer experience* in the entire sales process through targeted trainings



Derivation of strategic recommendations for market-specific showroom concepts

- > Holistic planning/*rollout concept* of a digital mock-up room
- > *Modules of the rollout management:* Implementation of a pilot project, national adaptation for markets and regions, methods and tools, training and success measurement of the implementation

