

# 7

## TOP CONSIDERATIONS

for Enabling Digital Transformation within the Automotive Industry

Many industry experts advise automotive companies to embrace digital transformation. At the heart of that mandate is the need to satisfy rising customer expectations for fast, secure, always-on services delivered seamlessly across all channels and devices. While it's important to harness the digital technologies today's consumers turn to — especially when it comes to engaging the millennial generation — automotive OEMs need to optimize web and mobile performance to deliver exceptional end-user experiences. Here are seven considerations.

### 1. Embrace SMAC — think beyond the web page.

With today's consumers seeking engaging, interactive experiences, automotive companies must consider how they can create a comprehensive web experience that puts the client at the heart of all activities. One proven option is to embrace the SMAC concept: that Social, Mobile, Analytics, and Cloud technologies are currently driving business innovation. It's imperative that automotive companies offer new technology-enabled innovations to create an immersive user experience — a static web page is no longer enough to engage and serve consumers. Automotive companies can achieve sustainable growth and profitability by gaining insight into customer preferences on social media and analytics that uncover user behavior, while leveraging cloud and mobile technologies to satisfy rising expectations and deliver enticing, relevant offers.

### 2. Use expertise to attract, engage, and retain consumers.

Automotive OEMs know that consumers have a choice when it comes to purchasing a vehicle. To combat this, they can differentiate themselves as a brand and reduce the risk of losing consumers by focusing on rich content that engages visitors. Take the example of Mini. In 2014, Mini's NOT NORMAL campaign was very successful, winning multiple awards and allowing the brand to connect with an entirely new audience. Mini asked people to upload images and videos to Tumblr or to share with the hashtag #MININOTNORMAL. They then used their favorites as part of their campaign. Within six weeks, 230,000 people engaged with the campaign on social media, 2,217 pieces of content were shared, nearly 30,000 new followers and fans were recruited, and 3,853 people visited the campaign hub to look for a new [Mini](#). By providing engaging customer experiences, automotive OEMs can deepen relationships and relate to consumers.

“The impact of the digital customer is becoming pervasive, disrupting the traditional car-buying experience and the competitive landscape.”

-Christina Raab, global managing director for Digital Consumer Services in Accenture's Automotive practice

## 7 Top Considerations for Enabling Digital Transformation within the Automotive Industry

### 3. Defend against commoditization.

Automotive OEMs should give their consumers a reason beyond products and services to stay brand loyal. The focus can no longer be on sales alone; it should be on web experiences as well, which can only be achieved through a customer-centric approach to innovation. Rather than focus solely on selling more products and services, automotive leaders will be defined by implementing innovation that is fueled by a desire to simplify the experience and reduce complexity.

### 4. Enable seamless processes across channels.

Today's consumers want to move seamlessly across channels. [Cars.com reports that about 50% of the 30 million monthly visits to Cars.com come from a mobile device.](#) Mobile has changed the way OEMs need to think about nearly every facet of the online car shopping experience, but desktop is still relevant. It's one thing to be available to consumers via numerous channels; it's another to enable uninterrupted movement across channels from anywhere, on any device, at any time. That's what automotive consumers expect. They want to be able to start their process online via desktop and/or mobile, get any questions answered by a relationship manager using chat or a social media channel, receive text message alerts regarding the process, and access all relevant documents and information online. They expect all of this to happen continuously, with no disconnect, as they move between channels.

### 5. Bridge the digital and physical.

As much as automotive consumers are increasingly seeking the ability to shop online, there's still a need to visit the dealer. This experience can be improved by using geofencing capabilities within their applications to welcome consumers by offering them promotions from local dealers. Combining purchasing information and location data, automotive companies can promote merchants and build productive working relationships that ultimately drive sales for both parties.

### 6. Personalize engagement.

It's important to reach consumers where they are, and millennials are on mobile devices. Rather than barrage them with emails and direct mail offers, automotive companies can differentiate themselves through enhanced user experiences that motivate prospective and existing consumers. The concept of gamification is an innovative way to make a mobile user more loyal and engaged while providing the automotive company with unique and insightful customer-specific data.

"Automakers should certainly be looking out for increased digitization and use of advanced technology, especially modern IT systems that bring together mobile platforms, computing power, and interactive solutions in all phases of a car buying lifecycle. The disruptive influence of connectivity will be changing the way business is being conducted in the automotive industry."

-Neelam Barua, automotive & transportation team leader at Frost & Sullivan

### 7. Get data smart.

When automotive companies embrace digital technologies, consumers enjoy an experience more in line with expectations, and the business gleans new insights from the data generated by these interactions. The analysis of this data should tell a story of why a consumer is different and can be used to inform business decisions about how to best serve that consumer. Automotive companies can leverage the power of a 360-degree customer view to deliver personalized services, targeted offers, and relevant promotions through the right channel.

Recent research shows today's automotive consumers have increasing expectations for safe, fast digital experiences, are more active on mobile and tablet devices, and react to bad web experiences by abandoning sites, not returning, and losing trust in a brand. If you are looking to unleash the benefits of digital transformation through innovative technologies, it's essential to invest in speed, security, and scale. Akamai's industry-leading web and mobile performance solutions and security solutions can help you:

- Improve web and mobile performance, which can delight consumers, increase conversions and transactions over the Internet, reduce churn, and grow revenue.
- Address mobile users' desires for seamless experiences by delivering optimized and personalized web experiences regardless of device, connection, network speed, or customer location.
- Defend against attacks and data breaches with unmatched scale designed to protect customer data, mitigate Distributed Denial-of Service (DDoS) threats, and keep your site always on.
- Leverage the Internet to reduce cost by offloading content and bandwidth in existing data centers.
- Augment hybrid and private cloud infrastructures with web performance and security services that work across combined data center and hosting environments.
- Harness big data and analytics to tailor web experiences and campaigns that engage current consumers and attract new ones.

**Learn more about automotive consumer's expectations by reading  
Performance Matters: 9 Key Consumer Insights.**



@Akamai #perfmatters



Share on Facebook



Post on LinkedIn



As the global leader in Content Delivery Network (CDN) services, Akamai makes the Internet fast, reliable, and secure for its customers. The company's advanced web performance, mobile performance, cloud security, and media delivery solutions are revolutionizing how businesses optimize consumer, enterprise, and entertainment experiences for any device, anywhere. To learn how Akamai solutions and its team of Internet experts are helping businesses move faster forward, please visit [www.akamai.com](http://www.akamai.com) or [blogs.akamai.com](http://blogs.akamai.com), and follow @Akamai on Twitter.

Akamai is headquartered in Cambridge, Massachusetts in the United States with operations in more than 57 offices around the world. Our services and renowned customer care are designed to enable businesses to provide an unparalleled Internet experience for their customers worldwide. Addresses, phone numbers, and contact information for all locations are listed on [www.akamai.com/locations](http://www.akamai.com/locations).