



The Road to Sustainable Growth

For OEMs, Dealers and Retailers – Customer Lifecycle Management



Fasten your seat belts.

If you're an automotive OEM, dealer or retailer, the road ahead is going to be bumpy.



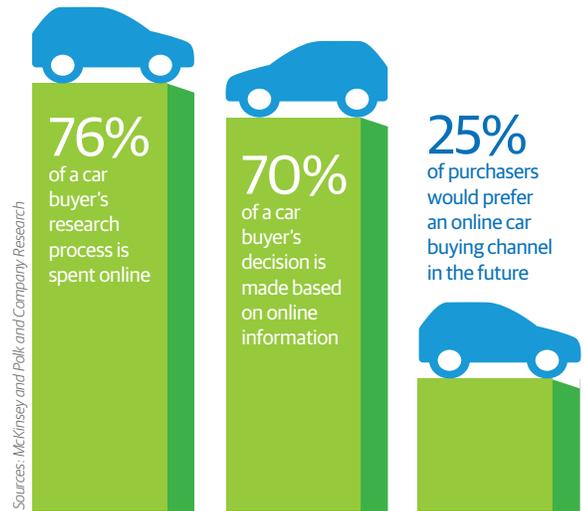
Do you know where your customers are?

The customer auto lifecycle is changing. Dealer visits are down, as consumers are spending more time researching vehicles online, but not every experience or engagement is connected across channels and dealerships. Telematics units give customers and dealers more information about how consumers use their vehicles and create opportunities to create a better connected service experience. Analytics can be used to intelligently predict customer service issues, or likelihood to purchase or sell their vehicles.

Thriving in a new reality

TeleTech can help you manage the customer lifecycle by leveraging consumer data to drive profitable customer acquisition and retention, and deliver a superior customer experience.

- Create a multichannel digital marketing strategy that is connected to your sales acquisition process
- Map customer journeys to create experiences that engage and delight your prospects and customers
- Create happier customers and motivated employees
- Lift customer satisfaction scores
- Increase lifetime customer value
- Sell and lease more vehicles
- Reduce your costs to serve



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AUTO CUSTOMER Lifecycle Strategy

Customer Touch Point Mapping and Strategy Design
Customer Loyalty Campaigns
Predictive Modeling
Marketing Analytic Services

AUTO CUSTOMER Growth & Retention

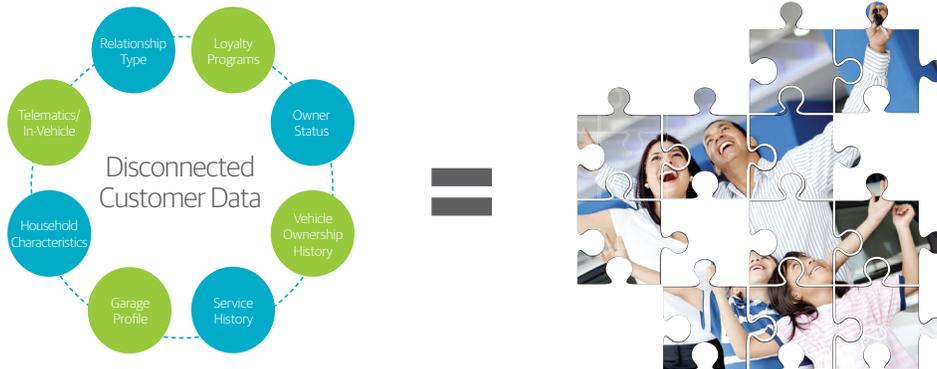
Repurchase Sales
Off-lease Renewals
Dealer Services and Appointment Setting
Retention Program Design

AUTO CUSTOMER Services

Premium Brand Vehicle Connected Services Owner Registration and Enrollment
Dealer Parts Inventory Assistance
Warranty Claims Assistance
Technical Assistance for Diagnostic Services
Dispute Resolution Assistance

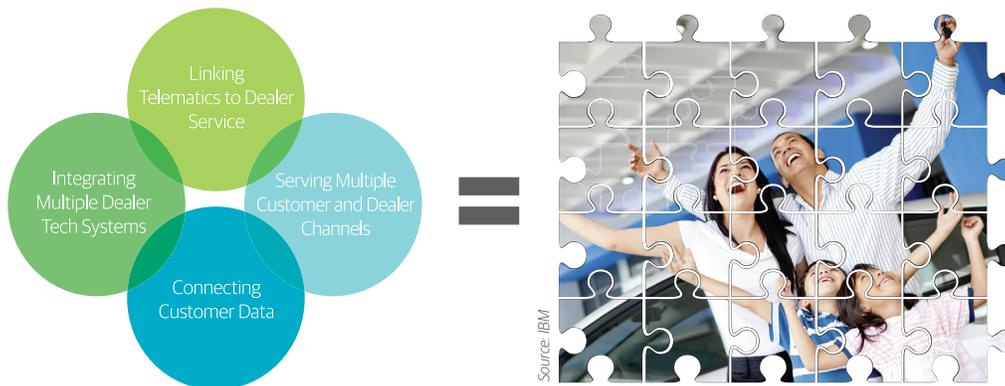
Do you have a clear picture of your customers?

Many dealers and OEMs have a disconnected view of customer data. Today, the customer journey traverses the online and physical worlds, creating separate views of the customer.



Are you integrating data in an actionable way?

Integrating and acting on all the available data is crucial to managing the customer experience throughout the lifecycle. TeleTech can show you how to connect the disparate dots. We bring all the pieces together for a complete picture of your customers and give you an actionable, multichannel plan.



Proven results for the automotive industry

TeleTech has over 30 years of experience helping our clients build, scale and optimize customer engagement. We are thought leaders in customer-centric strategy and process optimization, and experts in turning customer insight into action. Our continuous investment in technology innovation keeps us on the leading edge. And, we practice what we preach. Our integrated approach always aligns with our clients' business and brand objectives.

www.teletech.com/automotive/casestudies



ABOUT TELETECH'S AUTOMOTIVE CUSTOMER LIFECYCLE MANAGEMENT SERVICES

Even with the sluggish economy, the hypercompetitive auto industry is starting to make a comeback. As sales are picking up, customer relationships are playing a significant role in enhancing outcomes for automotive brands. Successful dealerships and automakers are competing on price, but they are also using the service experience as an important differentiator. Automotive executives are increasing their market share with innovative strategies that strengthen customer relationships and build long-term customer loyalty and trust.

For more than 30 years, TeleTech has represented leading automotive brands around the world. By partnering with TeleTech, automotive companies can design, build, implement, and manage superior customer experiences, so they can stimulate repurchases and leapfrog competitors. TeleTech helps:

- Dealerships create and execute data-driven strategies that engage customers, meet marketing objectives, and maximize the lifetime value of each customer
- Managers define customer groups and provide a personal and proactive approach to sales and service
- Manufacturers align supplier and distribution strategies with dealership needs using roadmaps to customer centricity, as well as technology for mobile and online self services

With strategy experts, technologies, and services for every stage of the customer lifecycle, TeleTech delivers exceptional customer experiences that drive sustainable growth for automotive companies.

ABOUT TELETECH

TeleTech understands that to serve customers and differentiate their brands, companies need a holistic strategy that begins and ends with a true understanding of their customers. And now in the 24/7, always on, mobile world we live in, outstanding service has become table stakes and customer expectations continue to rise. To respond to this revolution in customer expectations, TeleTech has invested heavily in innovative consulting, technology, and process improvement capabilities. These services have allowed us to design, enable, manage, and grow superior customer experiences that drive shareholder value. Simply put, we help companies grow the value of their businesses by growing the value of their customer base. Our comprehensive solutions drive value across the entire customer lifecycle.

LET'S GET STARTED

Engaging and delighting customers is the key to differentiating your company and driving growth. TeleTech is the go-to partner for Global 1000 leaders because we understand how to create an exceptional customer experience. Let us help you grow revenue, reduce costs, and create lifelong customers.

For more information, please contact us at 303.397.8100 or visit www.teletech.com/industries-we-serve/automotive.

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