AUTOMOTIVE CX SHAPING THE NEXT ERA OF INDUSTRY GROWTH

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01

INTRODUCTION

As the automotive industry undergoes a profound transformation driven by digitalisation, shifting consumer behaviors, and increasing competitive pressures, Customer Experience (CX) has become a crucial business driver. No longer confined to dealership interactions or post-sales support, CX is now embedded throughout the entire vehicle lifecycle—from pre-purchase research to post-sale services—enabling automotive companies to foster deeper customer relationships, drive loyalty, and enhance profitability. In this competitive landscape, providing a seamless, personalised, and digital-first customer journey is essential for survival and growth.

However, automotive companies face significant challenges, such as fragmented customer interactions, inconsistent experiences across touchpoints, and delayed service reminders. Without a unified CX strategy, brands risk missed sales, lower conversion rates, and increased customer churn. Failing to provide a seamless experience can lead to lost revenue, reduced retention, and higher operational costs.

This whitepaper explores how automakers can leverage digital innovation, AI, and data-driven strategies to elevate CX across the value chain. From enhancing pre-purchase interactions to offering predictive maintenance services, the insights provided in this paper highlight the critical role of CX in driving sustained growth and long-term customer loyalty. Companies that fail to prioritise CX risk losing out on millions in potential revenue, undermining their competitiveness in a rapidly evolving market.

02

CX AS THE NEW GROWTH ENGINE ACROSS THE AUTOMOTIVE VALUE CHAIN

As the automotive industry experiences a profound shift driven by digital transformation, rising consumer expectations, and evolving business models, Customer Experience (CX) has become more than a functional priority—it is now a strategic lever for value creation across the entire value chain. No longer confined to after-sales or dealership interactions, CX is being redefined as an end-to-end business capability that directly impacts customer loyalty, revenue growth, operational efficiency, and brand equity.
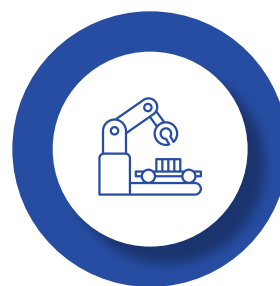
In this new paradigm, CX touches every stakeholder:

For **customers**, it shapes the journey from digital discovery to post-sale loyalty, defining their perception and influencing brand choice.

For **dealers**, it transforms how they engage, sell, service, and retain customers—acting as a competitive advantage in local markets.

For **auto manufacturers**, it powers innovation, product differentiation, ecosystem monetisation, and long-term value capture.

From pre-purchase research to resale and renewal, customers now expect seamless, transparent, and hyper-personalised experiences—mirroring the speed and convenience of digital-first industries. For dealers and auto manufacturers, delivering on these expectations requires integrated CX strategies spanning digital platforms, supply chains, sales operations, service networks, and connected technologies.

This shift is positioning CX as the new growth engine across the automotive value chain—driving tangible business outcomes and redefining the role of every stakeholder in the mobility ecosystem.

FOR CUSTOMERS: EXPERIENCE-LED VALUE ACROSS EVERY TOUCHPOINT

The modern automotive customer expects more than a transaction; they seek an end-to-end experience that is digitally rich, intuitive, and tailored to their preferences. CX is now the primary lens through which value is perceived, and loyalty is earned.

Pre-Purchase
Most customers begin their journey online, demanding frictionless exploration, personalised content, interactive configurators, and transparent pricing mirroring e-commerce experiences.

Purchase
Digital-first buyers expect real-time financing, paperless documentation, and flexible delivery or pick-up options.

Ownership
Ownership has become a connected relationship enabled by in-app controls, personalised driving insights, and proactive updates.

Service and Maintenance
Customers now expect predictive maintenance, easy digital scheduling, and real-time service tracking. Any delay or poor communication can result in churn.

Resale and Renewal
At lifecycle end, buyers seek fair trade-in offers, seamless ownership transfer, and relevant upgrade options, delivered proactively

FOR DEALERS: CX AS AN ENABLER OF OPERATIONAL EXCELLENCE AND GROWTH

Dealerships are no longer just sales outlets; they are frontline CX orchestrators. In a landscape where buyers expect consistent experiences across online and offline touchpoints, dealers must rethink operations to align with this expectation.

Lead Conversion and Sales Enablement
Real-time CRM integration, personalised follow-ups, and digital consultations improve response times and boost conversion.

Inventory Management and Allocation
Accurate, dynamic inventory visibility and delivery estimates reduce walkouts and enhance buyer confidence.

Service Operations and Workshop Efficiency
Predictive scheduling, technician availability tracking, and live repair status updates reduce friction and increase service throughput.

Customer Retention and Lifecycle Management
Proactive upgrade offers, loyalty rewards, and data-driven outreach allow dealers to influence the next sale early, turning every transaction into a long-term relationship.

FOR AUTO MANUFACTURERS: CX AS A DRIVER OF INNOVATION, PROFITABILITY, AND BRAND EQUITY

For auto manufacturers, CX is no longer an afterthought it is a boardroom priority. The ability to deliver consistent, personalised, and technology-led customer experience is now a core competitive advantage.

Product Design and Innovation
Real-time usage feedback and customer insights to inform feature design, software improvements, and in-vehicle experiences.

Manufacturing and Supply Chain Integration
Align production and delivery timelines with real-time customer demand to improve accuracy and personalisation.

Dealer Network Enablement
Equip dealership teams with unified platforms, and virtual training to ensure consistent CX delivery, faster responsiveness, and brand alignment across all locations.

Connected Services and Digital Monetisation
Accelerate revenue from subscriptions, OTA upgrades, and usage-based offerings by delivering seamless activation, intuitive onboarding, and ongoing customer engagement.

Customer Lifetime Value and Advocacy
Boost retention and NPS through lifecycle platforms that enable timely renewals, upgrades, and personalised offers.

CX ISN'T JUST A LAYER—IT'S A FOUNDATIONAL ENABLER OF REVENUE GROWTH.

In fact, according to the Capgemini global automotive survey, a one-point increase in customer experience can boost revenue by over **$1 billion** for mass-market auto manufacturers, driven by repeat purchases and service returns[1]

03

CHALLENGES AND OPPORTUNITIES IN OPTIMISING CX FOR THE AUTOMOTIVE ECOSYSTEM

DECREASING LEAD-TO-SALE CONVERSION RATES

14.1% of new sales leads are not recorded in dealer CRMs, with the majority **(26.3%)** of these missed revenue opportunities coming from website call leads[2]

LOSS OF BUYERS DUE TO POOR PERSONALISATION

Optimising customer experience can lead to an additional **$20 million** to **$70 million** in annual revenue. However, poor CX can cause customer churn, with potential revenue losses up to **$125 million** annually for mid-sized manufacturers or dealers[3]

INCONSISTENT BRAND EXPERIENCE ACROSS CHANNELS

75% of consumers report inconsistent experiences across digital and physical touchpoints (app, website, in-person, from pre-purchase to aftersales), undermining customer trust and engagement[4]

REVENUE LOSS FROM MISSED SERVICE OPPORTUNITIES

35% of mass-market customers are turning to aftermarket services for faster availability due to longer wait times at dealerships, surpassing cost as the main driver causing a direct loss in service revenue[5]

LACK OF TIMELY OUTREACH IMPACTING AFTERSALES REVENUE

Failure to send timely, personalised service reminders results in missed service appointments. AI-driven communications boost service appointments by **27%,** leading to an additional 95 repair orders per dealership monthly. Moreover, integrating service schedulers can increase revenue by **22%,** or an average of **$15,000** per month per dealership[6]

HIGHER OPERATIONAL COSTS WITHOUT AI-DRIVEN CX

Automotive companies that have implemented AI-driven CX solutions have realised cost reductions of **8%** to **12%** compared with their baseline operational costs[7]

04

HOW VOLVO, AUDI, AND BMW ARE DRIVING CX EXCELLENCE

VOLVO: ENHANCING DIGITAL RETAILING

AI Chatbots: Volvo has integrated AI-driven chatbots into platforms like WhatsApp to assist customers in learing about vehicle models. These chatbots allow users to upload photos and receive detailed information about specific models, enhancing the research phase of the buying jouney.[8]

Online-Offline Integration: Volvo is transforming its retail business by creating a unified online and offline consumer experience. This approach allows customers to transition seamlessly between digital explorationand physical test drives, streamlining the purchasing process.[9]

AUDI: ADVANCING DIGITAL CUSTOMER ENGAGEMENT

Virtual Showrooms: Audi has embraced Virtual Reality (VR) technology to transform the traditional dealership experience. Customers can take virtual test drives, explore 360-degree vehicle tours, and customise features in an immersive environment, enhancing the purchasing process.[10]

AI Chatbots: Audi has implemented AI-based chatbots within its infotainment systems to enhance voice control capabilities. By integrating ChatGPT via Microsoft Azure OpenAI Service, Audi enables drivers to interact using natural language, accessing information and controlling vehicle functions more intuitively.[11]

Online-Offline Integration: Audi is creating a consistent, seamless, and emotional premium experience across all brand touchpoints, both online and offline. The personalised website and improved myAudi app features allow customers to engage with the brand from initial interest to vehicle usage, ensuring a cohesive journey.[12]

BMW: PERSONALISATION THROUGH BMW INDIVIDUAL

BMW Individual Program: BMW offers the BMW Individual program, allowing customers to select from a vast array of bespoke options, including unique paint colours, custom interior materials, and special trims. This program ensures that each car is as unique as its owner, providing a level of personalisation that enhances the customer's emotional connection to their vehicle.[13]

Online-Offline Integration: BMW's Proactive Care leverages AI and real-time vehicle data to proactively predict and address maintenance needs, enhancing customer experience. It notifies users via the My BMW app, in-car alerts, email, or direct contact, ensuring timely interventions. Available for models with BMW Operating System 7 or later, it requires an active BMW ConnectedDrive account and data-sharing consent. This innovation shifts BMW's service model from reactive to predictive, ensuring optimal vehicle performance and customer satisfaction.[14]

05

DIGITAL AUTOMOTIVE CX ACROSS THE VALUE CHAIN ENABLED BY TATA COMMUNICATIONS

As the automotive industry shifts towards digital-first business models, cloud, edge computing, next-gen connectivity, and intelligent communications are becoming essential to deliver seamless, immersive, and hyper-personalised customer experiences (CX). From pre-purchase discovery to connected ownership and renewal, every interaction now plays a pivotal role in driving satisfaction, loyalty, and growth.

Tata Communications empowers auto manufacturers and dealerships with asecure, scalable, and connected ecosystem that enhances every touchpoint across the automotive value chain.The following sections outline how this transformation unfolds through intelligent customer experiences, digitally empowered dealer operations, and manufacturer-led strategies that unify innovation, data, and trust across the journey.

5.1 CUSTOMER: INTELLIGENT EXPERIENCE ACROSS THE VEHICLE LIFECYCLE
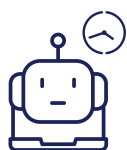
AI-Powered Customer Support

Challenge

Fragmented customer interactions and low conversion rates. The lack of always-on, real-time support leads to lost sales and high drop-off rates in the buyer journey.

Digital Enabler

- **24/7 AI Chatbot Assistance:** Provides instant support, answers queries, and guides buyers through the purchasing process.

Immersive and Interactive Digital Car Showroom

Challenge

Car buyers now expect immersive, interactive, and on-demand digital experiences. Traditional digital touchpoints that lack real-time visualisation and personalised assistance fail to engage prospects effectively, resulting in slower decisions and lost sales opportunities.

Digital Enablers

- **Real-Time, High-Quality Rendering:** Low-latency streaming and edge computing enable seamless 3D vehicle visualisation, AR/VR interactions and digital test drive.

- **Personalised Online Customer Assistance:** Integrates live video support, chatbots, and co-browsing tools to offer real-time, human-like guidance.

- **Dealership Locator with Vehicle Availability:** Helps customers find nearby dealerships with real-time vehicle availability and delivery timelines for a seamless car buying experience.

Digitally Streamlining Purchase Processes

Challenge

Slow response, limited real-time support, manual paperwork, and inadequate tracking create friction in the buying process. Without seamless digital integration,customers experience delays, impacting satisfaction and operational efficiency.
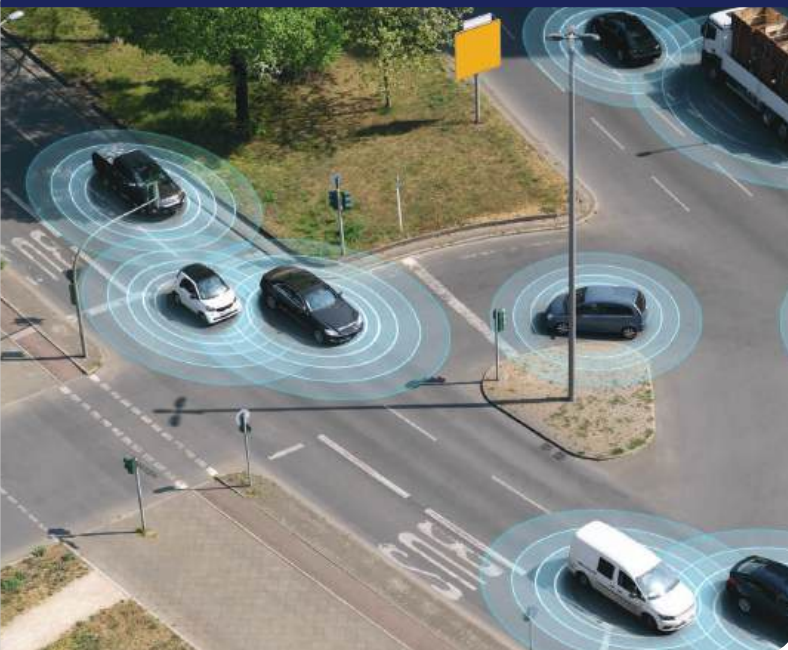
Digital Enablers

- **Live Support for Instant Purchase Queries:** Allows customers to connect via video or audio with their showroom agent to address last-minute vehicle or purchase-related questions.

- **Streamlined Digital Documentation and E-Signature**: Simplifies the car-buying journey with digital contracts, online paperwork, automated financing, e-signatures, and easy contact sharing via WhatsApp, SMS, and email.

- **Real-Time Purchase Progress Tracker:** Customers can track the real-time status of their vehicle from the process of financing, awaiting delivery, or undergoing final inspection.

- **Buy Online, Pick Up In-Store (BOPIS) Option:** Allows customers to purchase online and schedule a time to collect their vehicle at a convenient dealership location, blending the flexibility of online shopping with the immediacy of in-store pick-up.

Telematics-Enabled Connected Experience

Challenge

As vehicle ownership becomes increasingly connected, customers expect intuitive onboarding, real-time insights, and personalised driving support. Disjointed platforms and a lack of guided experiences hinder feature adoption, reduce service utilisation, and limit post-sale engagement and monetisation opportunities.

Digital Enablers

- **AI-Guided Vehicle Onboarding Assistant:** An interactive digital guide or voice assistants providing step-by-step tutorials on vehicle features, connected services, and customisation.

- **Single Pane of Glass for Vehicle Operations:** A unified platform offering real-time visibility into vehicle data, maintenance, warranties, telematics and real-time in-car and mobile app synchronisation for seamless ownership management.

- **Smart Connected Mobility:** Delivers GPS-based navigation, real-time traffic insights, route optimisation, and predictive travel recommendations to enhance driving efficiency and minimise delays.

- **Behaviour-Based Driving Analytics:** Monitors driving patterns, including fuel efficiency, engine performance, and other vehicle health metrics, improving driving behaviour and safety.

- **Data-Driven Usage-Based and Pay-Per-Mile Insurance:** Leverages driving data to adjust premiums based on actual behaviour, ensuring fair pricing and cost-effective coverage for vehicle owners.

Smart Vehicle Valuation and Digital Ownership Transfer

Challenge

Inconsistent valuations, manual verification, and slow ownership transfers, leading to customer dissatisfaction. Delays and errors due to inefficient documentation and lack of real-time data further impact transparency.

Digital Enablers

- **Data-Driven Vehicle Valuation and Automated Inspection:** Leverage real-time market insights, AI-powered image analysis, and telematics data to provide competitive resale valuations and trade-in pricing. Precise condition assessments, enhancing customer trust and streamlining the trade-in process.

- **Seamless Digital Transaction and Ownership Lifecycle Management:** Automate ownership transfers with secure e-KYC, digital verification, and paperless documentation, reducing processing time and enhancing transaction security.

Connected Service and Maintenance Alerts

Challenge

Disconnected systems, limited digital capabilities, and technician unavailability lead to long waiting times. Outdated parts tracking and inaccurate diagnostics further disrupt the customer experience. Additionally, limited remote service options and inconsistent service reminders create significant inconvenience, delaying issue resolution and impacting customer satisfaction and loyalty.

Digital Enablers

- **AI-Chatbot-Powered Service Scheduling and Technician Availability:** Enables real-time booking with AI-chabot-driven technician matching, reducing wait times and ensuring seamless service.

- **Real-Time Service and Parts Tracking:** Offers live updates on repair status, technician assignments, estimated completion times and spare parts availability via app or SMS notifications.

- **On-Demand Mobile Repairs:** Dispatching service technicians to customer locations with real-time tracking, enabling quick repairs and roadside assistance.

- **Self-Service Diagnostics, Proactive Maintenance Alerts and Service Reminders:** Enables customers to run remote diagnostics via a mobile app, while AI analyses vehicle data to provide personalised service recommendations, real-time predictive maintenance alerts, and automated service reminders, minimising service visits and preventing breakdowns.

5.2 DEALERS: DIGITALLY EMPOWERED OPERATIONS FOR CONSISTENT CX

Data-Driven Campaigns

Challenge

Dealers often underutilise customer data to tailor outreach, resulting in generic campaigns that fail to resonate. Without data-driven personalisation, engagement drops, and lead-to-sale conversion rates decline.

Digital Enabler

- **Personalised Digital Outreach:** Leverage real-time insights and multi-channel engagement to deliver targeted campaigns, maximising sales effectiveness and conversion rates.

Modernised Physical Showroom

Challenge

Traditional showrooms rely on manual processes, leading to long waiting times, limited customer engagement, and disconnected digital-to-physical transitions, resulting in a fragmented buying journey.

Digital Enablers

- **Seamless Online-to-Offline Integration:** Ensures a frictionless transition from digital research to dealership visits by integrating digital and physical touchpoints and enabling real-time data synchronisation.

- **Automated Dealership Appointment and Queue Management:** Enables customers to schedule showroom appointments and test drive online with real-time availability updates the trade-in process.

- **AI-Enabled Smart Retail and Self-Service Tools:** Enhances showroom experiences with interactive kiosks, voice assistants, and digital service platforms.

- **Seamless Dealer Communication and Engagement:** Enables dealers to connect with customers through real-time updates, personalised follow-ups, and AI-powered chat for better engagement and conversions.

- **Consistent and Data-Driven Dealership Experience:** Ensures a seamless customer journey across all dealership locations with real-time data synchronisation, insights, and integrated digital systems for uniform and personalised interactions.

Integrated Service, Feedback, and Retention Hub

Challenge

Siloed systems and limited feedback mechanisms hinder dealers from delivering consistent, personalised service, impacting responsiveness, service quality, and retention. Without timely insights and proactive reminders, dealers miss opportunities to drive renewals and customer lifetime value.

Digital Enablers

- **Unified Customer View for Enhanced Retention:** Unify dealer networks and ERP systems for a real-time, 360° customer view, enabling dealers to offer personalised services, improve response times, and increase retention.

- **AI-Powered Service Feedback and Surveys:** Automatically collects customer feedback post-service and generates insights to improve overall service quality.

- **Live Video Support for Repairs:** Connects customers with technicians via video call for remote troubleshooting, minor repairs, or maintenance guidance.

- **Intelligent Customer Retention and Upgrade:** Utilise advanced analytics and automated engagement tools to deliver personalised renewal offers, timely reminders, and seamless upgrade options, maximising customer lifetime value.

5.3 AUTOMAKERS: DRIVING EXPERIENCE DELIVERY AND ECOSYSTEM INTELLIGENCE

Next-Gen Digital Showroom Experience Hub

Challenge

Legacy infrastructure limits the deployment of immersive, tech-enabled showroom experiences. Without a scalable, cloud-first platform, manufacturers struggle to deliver consistent, high-impact customer engagement across devices, hindering both CX and digital reach.

Digital Enabler

- **Scalable and High-Impact Showroom Operations:** Cloud-powered infrastructure enhances customer reach, while multi-device support ensures accessibility via mobile, desktop, and VR headsets for a seamless digital showroom experience.

Building Digital Trust and Data Privacy

Challenge

Rising cyber threats and evolving privacy regulations make it critical for automakers to ensure secure customer data handling, regulatory compliance, and transparent usage, which are key to sustaining customer trust in connected ecosystems.

Digital Enabler

- **Secure and Transparent Digital Ecosystem:** Delivers end-to-end data security and compliance, ensuring customer trust through encrypted data sharing and transparent data policies. Real-time monitoring and adherence to global privacy regulations, safeguarding sensitive customer information.

Virtual Knowledge Enablement for Dealer Networks

Challenge

Inconsistent training and fragmented knowledge sharing across dealerships lead to uneven customer experience and reduced service quality, limiting operational efficiency and brand consistency

Digital Enabler

- **Scalable Virtual Knowledge Connect for Dealership Teams:** Enhances workforce efficiency with virtual knowledge sessions, ensuring consistent product knowledge, customer service excellence, and operational standardisation across all dealership locations.
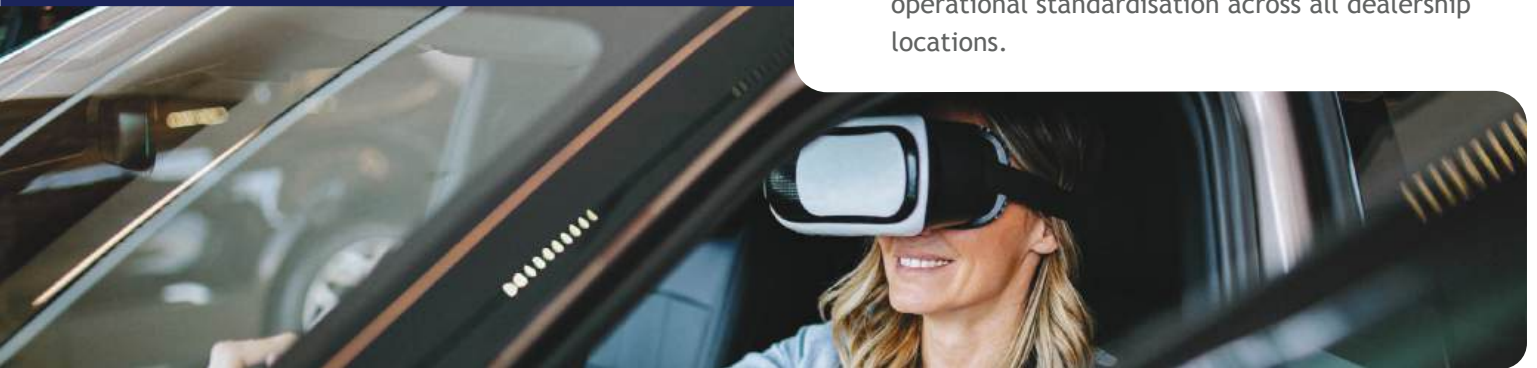

Seamless Vehicle Updates and Data Protection

Challenge

Lack of seamless over-the-air updates and weak in-vehicle data controls disrupts the connected ownership experience. Automakers risk poor feature adoption, lower customer trust, and inconsistent digital CX without secure, real-time updates and transparent data privacy.

Digital Enablers

- **Automated Over-the-Air (OTA) Updates:** Secure, real-time software updates with pre-update health checks, minimising disruptions and eliminating the need for dealership visits.

- **Secure Vehicle Data Transfer and Privacy Controls:** Ensures robust encryption and user-controlled data sharing for transparency and protection of personal and vehicle-related information.
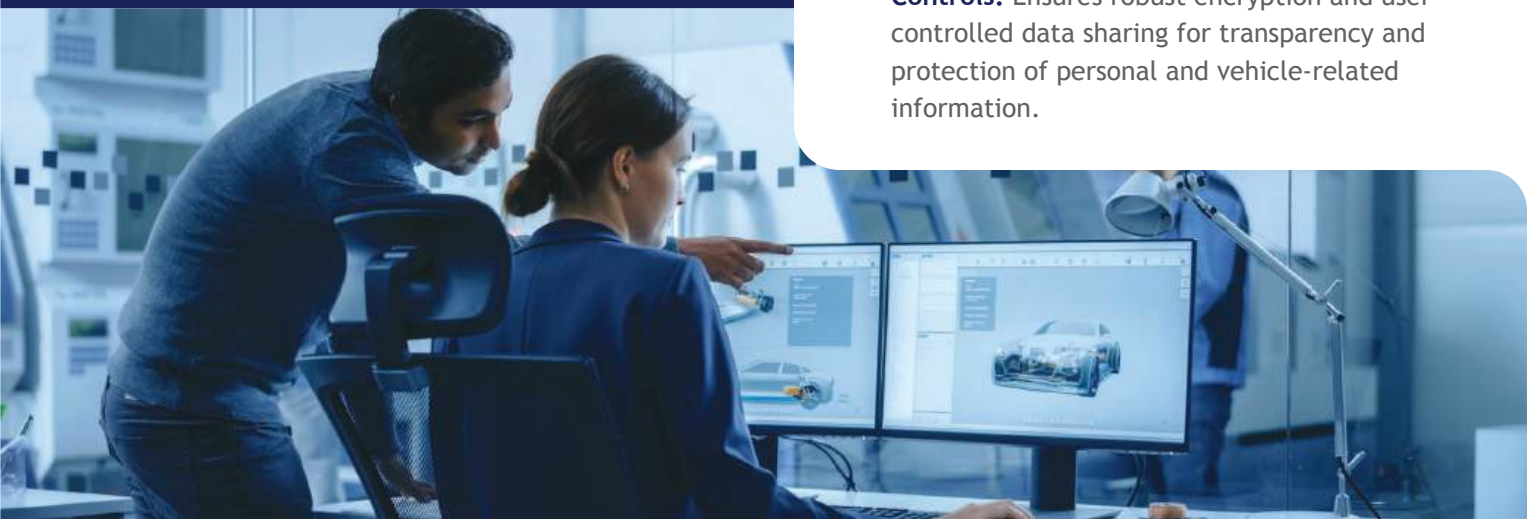
Centralised Customer Identity and Interaction History Platform

Challenge

Failure to capture customer interactions at the auto manufacturers level leads to data silos and loss of buyer intelligence. When sales agents switch brands, it opens the door for competitors to convert high-intent prospects, resulting in revenue leakage and missed retention opportunities.

Digital Enabler

- **Connected Customer Intelligence System:** Captures and syncs customer engagement data across all touchpoints and dealerships in real-time, ensuring persistent visibility, preventing data loss from sales agent turnover, and enabling timely re-engagement to protect revenue and brand loyalty.

Customer-Driven Production and Delivery Optimisation

Challenge

Lack of real-time customer data in production planning leads to delivery delays and inefficient inventory management. Siloed systems and rigid workflows reduce fulfilment accuracy and impact customer satisfaction.

Digital Enabler

- **Connected Production and Delivery Planning:** Incorporates real-time orders to align factory output with dealer and customer delivery timelines to reduce uncertainty, improve transparency, and enhance fulfilment accuracy.

Customer-Driven Product Design and Innovation

Challenge

Disconnected feedback loops and limited visibility into real-world vehicle usage hinder the ability to develop relevant features, improve in-car experiences, and respond to evolving customer needs.

Digital Enabler

- **Real-Time Usage Analytics and Feedback Integration:** Captures in-vehicle usage data and customer insights to drive continuous product innovation, refine software experiences, and align feature development with real-world demand.

06

CONCLUSION

The automotive industry is undergoing a seismic shift where customer experience (CX) is no longer just a differentiator but a critical growth driver. As consumer expectations evolve, auto manufacturers must integrate digital innovation across the entire automotive value chain—from immersive virtual showrooms and AI-driven customer engagement to predictive maintenance and connected vehicle ecosystems.

Tata Communications is at the forefront of this transformation, enabling auto manufacturers and dealers to build seamless, secure, and scalable CX solutions. With its expertise in cloud computing, IoT, AI-driven analytics, and secure global connectivity, Tata Communications empowers automakers to deliver hyper-personalised, real-time customer experiences while ensuring data privacy and operational efficiency. Its end-to-end digital infrastructure enables enhanced vehicle connectivity, optimised telematics, and the deployment of next-gen mobility services. Leveraging advanced communication and customer engagement platforms, Tata Communications helps elevate interactions across the customer journey, driving deepe engagement, satisfaction, and loyalty. In today's digital era, CX is not just an advantage—it's the engine powering sustainable growth and long-term competitiveness.
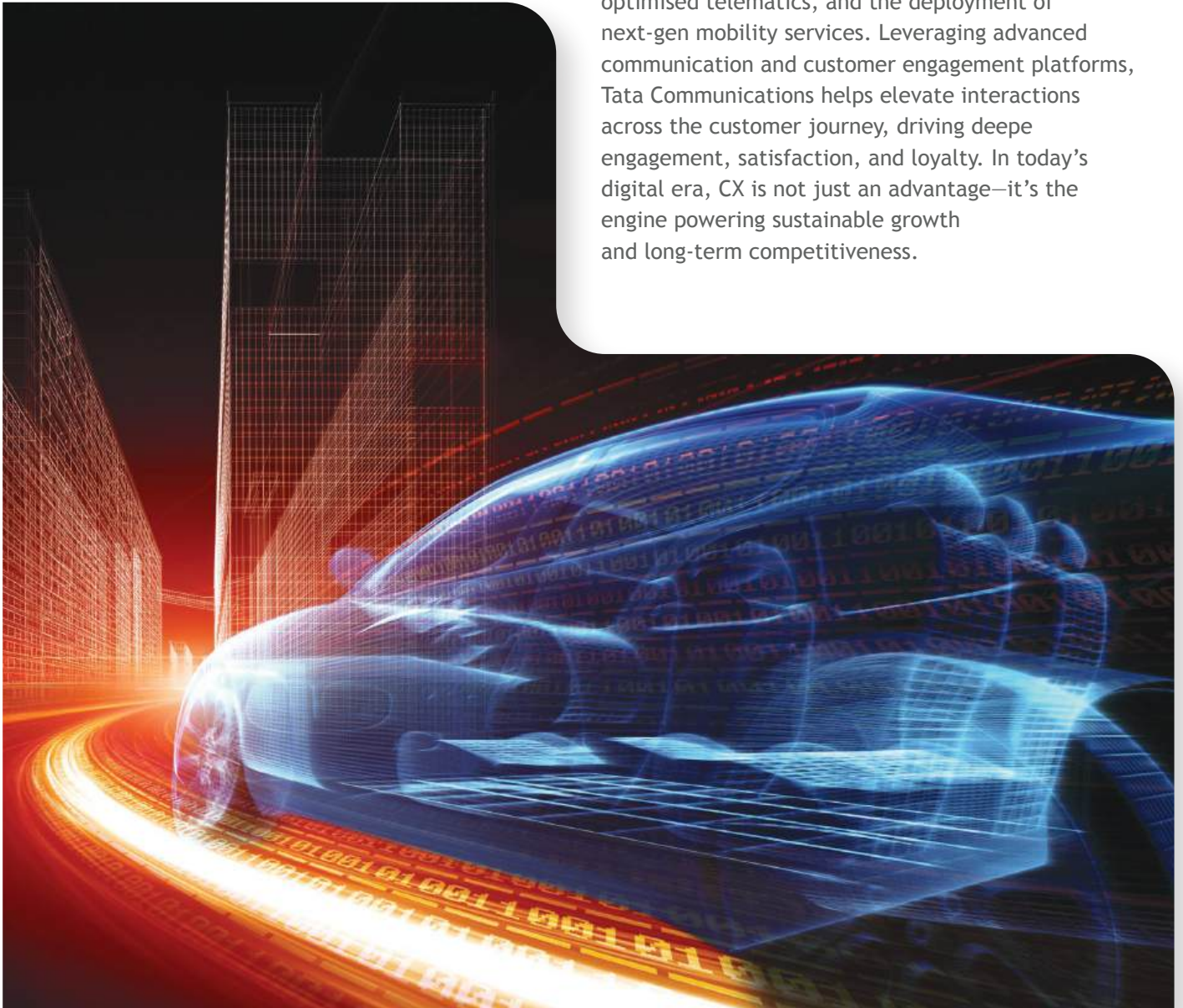
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