

A high-angle, slightly dimly lit photograph of a group of people sitting around a rustic wooden table in what appears to be a meeting or workshop. There are at least four people visible. Two silver laptops are open on the table, with one person's hands on the keyboard of the one on the right. Another person is holding a tablet. A third person is holding a smartphone. There are three white disposable coffee cups with black lids on the table. A printed document with a bar chart is also visible. The overall atmosphere is professional and collaborative.

EMD Digital Conference 2017

‘Aligning Across the Customer Journey’

Today's Playbook

Matt Tohill, General Manager Digital, EMD



What helped us win yesterday will not help us win tomorrow...

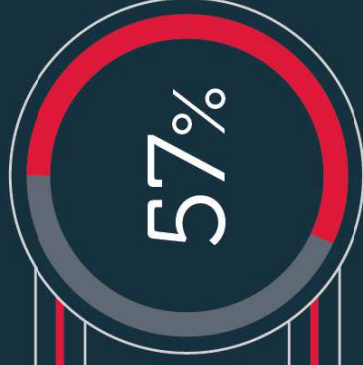


01



The average number of customer visits to dealers before buying a car has dropped from up to 5 to just 1

02



57% of buying decisions are made before rep involvement

03



More than one third of customers would consider buying a car online

04

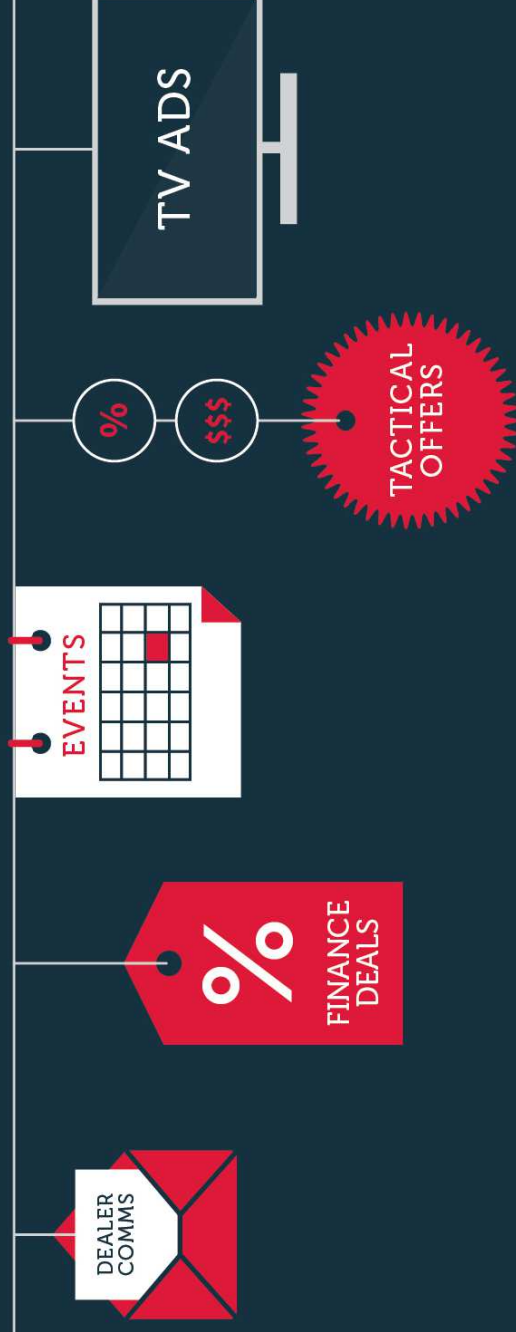
A customer will spend an average of 11 hours online researching their next vehicle purchase



11 HOURS

WE WILL CONTINUE TO USE

Conventional Marketing tools



BUT INCREASE OUR EFFECTIVENESS BY UTILISING

Existing CRM

Vehicle Ownership History

Contact info

Service History

Customer Satisfaction Survey

Digital Potential

Web Tracking Cookies

3rd Party Data

Social Profiles

Online Advertising

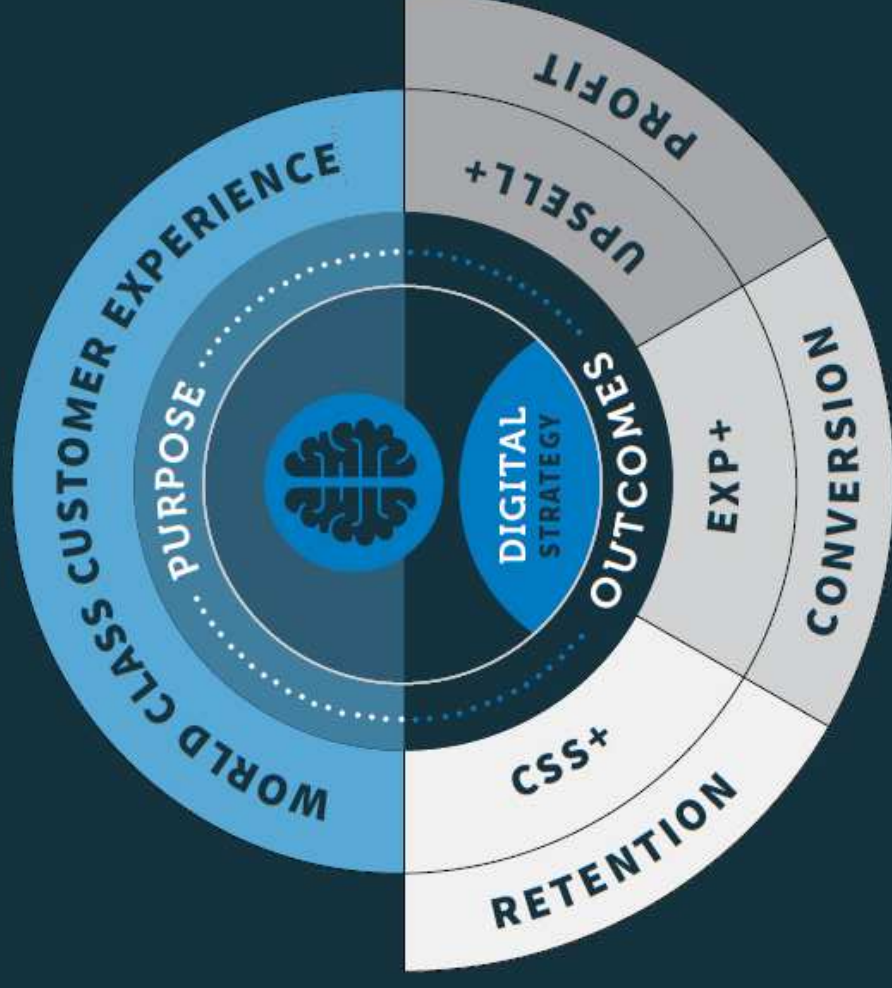
Email Clicks



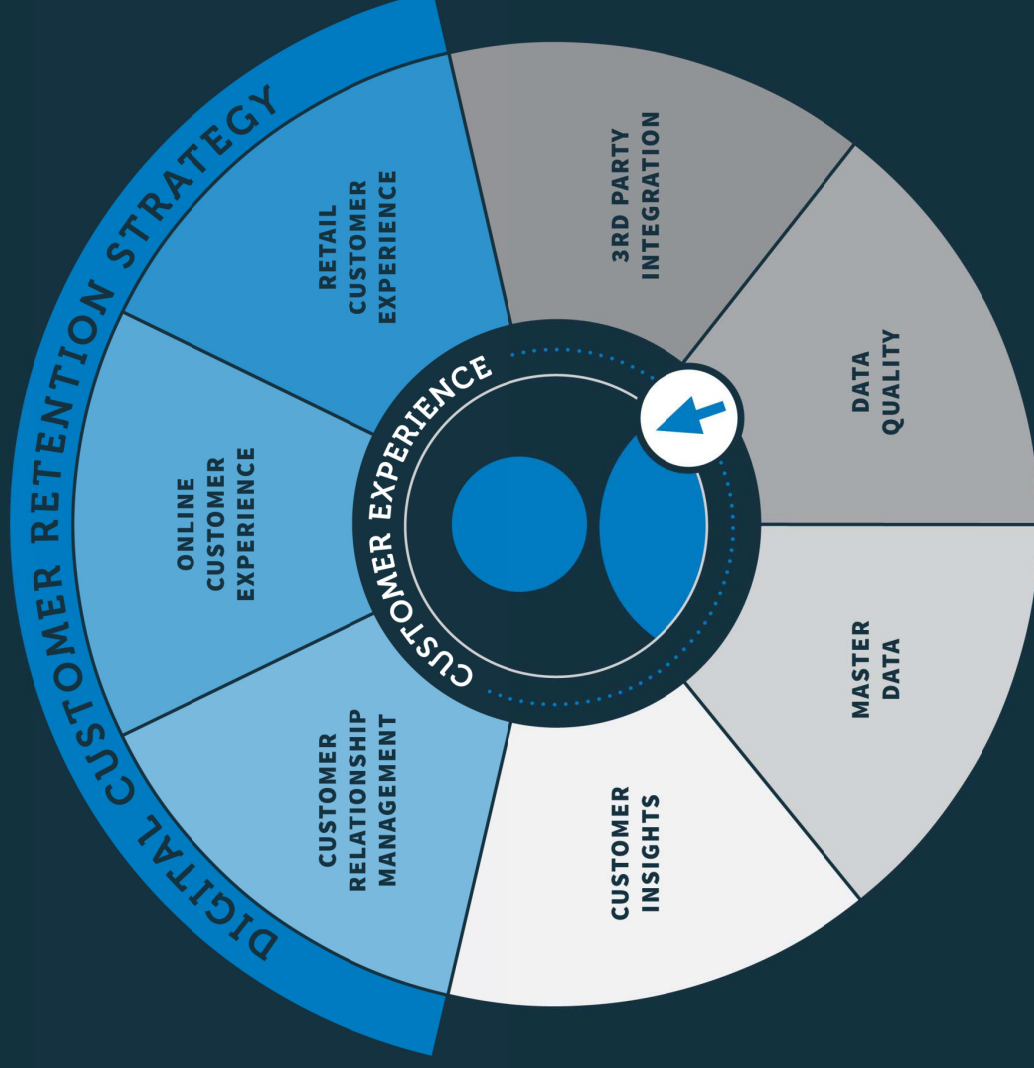
PERSONALISED TARGETED MESSAGING

What does success look like?

A world class customer experience delivering exceptional customer retention and ultimately maximising profitability.

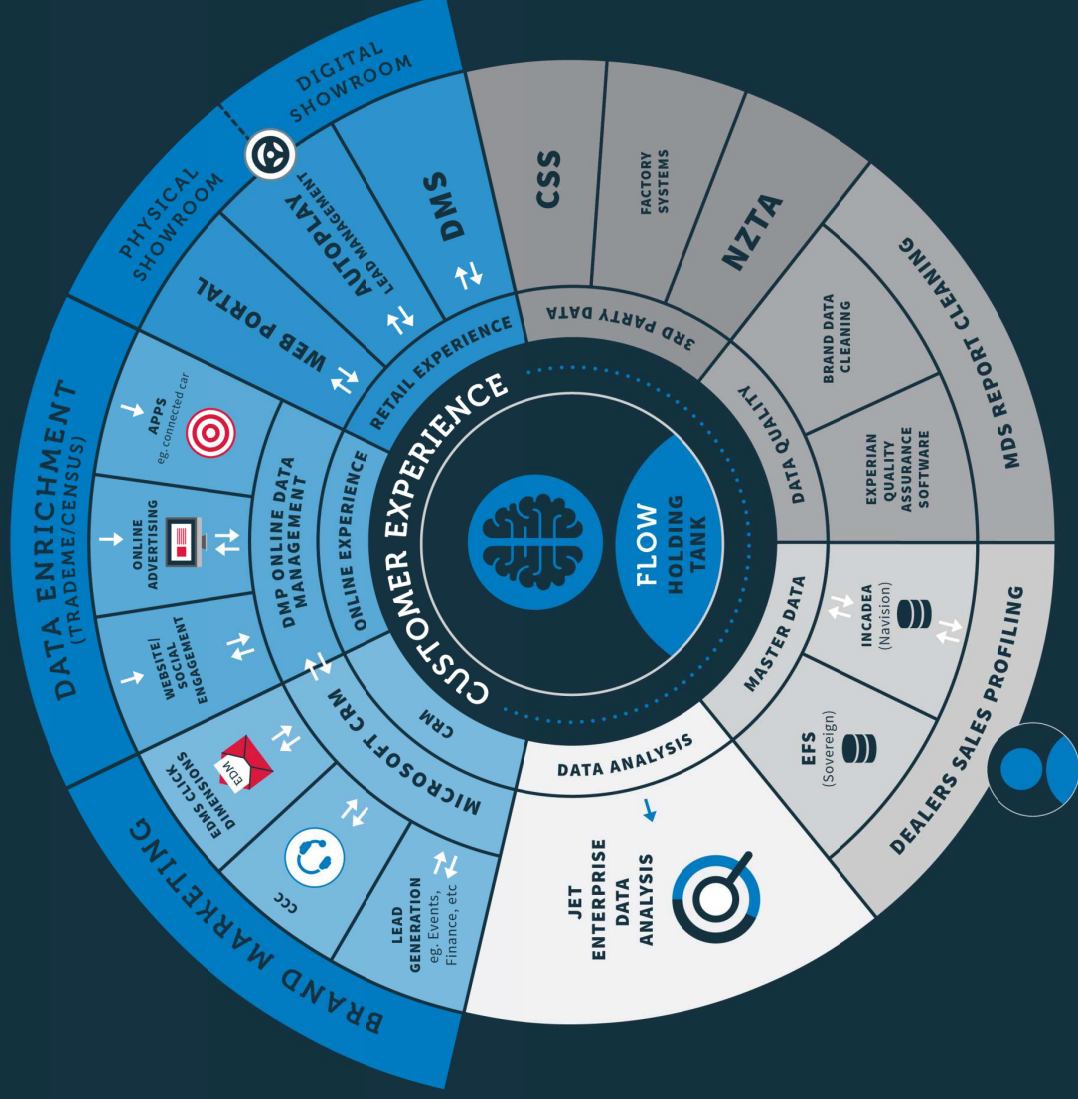


Digital Ecosystem



Digital Ecosystem

Customer Experience Touch Points



Team Digital



GM Digital – Matt Tohill

- Set the digital strategy
- Solutions Architecture
- Develop team and capability
- Group Digital Leadership

Giltrap IT

- IT Infrastructure installation support and maintenance
- IT Hardware procurement and support
- User and network infrastructure
- IT and network security
- IT Helpdesk
- Dealer incadea setups



Customer Data – Jake Cordtz

- CEM Data – All brands
- Data Cleansing
- Data Quality Reports
- Customer data updates
- Campaign activation



CRM & Marketing Automation – Debbie Schmidt

- CRM Capability & support
- Database Administration
- CRM Development
- Web Portal maintenance and support
- External Data support (Agencies etc)



Customer Experience – Stef McCallum

- Multichannel comms and the Voice of the customer
- Lead Qualification & distribution
- Lead Reporting
- Inbound customer interactions



Business Systems– Min Gan

- Systems (incadea, JET) Management
- BI & Integration
- Business analysis
- Systems capability & support
- Vendor management
- Project Management

Customer Engagement – A passion for the customer experience

