



Customer Data Management

AUTOMOTIVE SECTOR

Business in the automotive sector consists of a complex chain from manufacturer to the final consumer. A consumer will generally deal directly with dealers, but the importer or manufacturer of the automobile will also keep customer data and contact information. In most cases the brochures are sent to consumers by the manufacturer, while the local dealers furnish customers with price quotations. With a new car the maintenance and warranty work is performed by the selling dealer, but customers have the option of taking their vehicle to any of the manufacturers approved dealerships. And after a few years (or with secondhand cars) an aftermarket repair shop will often maintain the car.



With such a complex distribution channel it is difficult to keep track of customer data and keep all of the information up-to-date for marketing purposes. Anchor Software provides the Customer Data Management (CDM) solution, a software package for managing customer data that consists of a centralized system that will collate, validate and remove duplicate records from the various systems.

The CDM solution collates the data of individual customers across all channels and systems and provides a Single View of the Customer. This Single View of the Customer is the starting point of targeted marketing campaigns. Examples of campaigns are the mandatory car check-up once a year, or inviting the customer for a test drive when his lease contract is about to expire. Targeted marketing groups can also be developed, so

that a marketing department can extend the brand experience by offering invitations to relevant events, or create sales offers and direct them to the group of consumers who would be most interested in that product.

Combining the CDM solution with a personal "mycar.com" website for the customer enables marketing departments to truly engage with the customer. By gathering customer information throughout the lifecycle of the purchase from multiple sources, organizations can produce sustainable results by developing a complete picture of the automotive consumer and building brand loyalty. These strategies start with the first step of using the CDM solution to collate and integrate data on the customer, so you know your true customer.