Cognizant

Case Study: Manufacturing

Boosting sales and customer loyalty with highly personalized, automated marketing campaigns

Luxury car company makes the right offer at the right time through the right channel, with a scalable cloud solution.

If auto dealerships had a crystal ball they'd want to see which customers were willing to trade up, buy accessories or schedule service—if offered just the right incentive.

Our client already had much of the data to make these predictions, like service histories, website visits and calls to the financing department. But different departments (new car sales, after sales, service, financial services, etc.) saw just their own slice of the data and conducted their own marketing campaigns. Without a holistic view of the customer, departments sent overlapping offers, some not relevant. Consequently, customers paid little attention. Another problem: Different countries had different marketing platforms, increasing the cost of innovation.

At a Glance

To increase sales, an auto manufacturer wanted to make personalized offers based on customers' purchase and service history as well as driving habits, outside interests and demographics. We designed and implemented a cloud-based solution that identifies the next best offer and automatically extends it through the best channel.

Outcomes

▮ Doubled email open rate to 45%.

▮ Doubled email click-through rate to 20%.

▮ Generated 50% more sales prospects in first year.

Adobe PLATINUM Solution Partner

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Predicting what customers want and when—and automating an offer

The client engaged Cognizant Interactive to build a personalized marketing platform to deliver the right offer through the right channel at the right time. The solution creates a 360-degree customer view by consolidating the company's own data (sales and service history, website visits, driving history) as well as data from external sources (social media, etc.). It identifies the next best offer using machine learning and artificial intelligence, and then automatically extends that offer through the best channel. Depending on the offer and customer preferences, the channel might be an email, text message or phone call from the seller. The platform pushes responses to Adobe Campaign, which tracks responses and automates complex workflows. Campaign results appear on an interactive dashboard and are fed back into the analytics engine—so predictions just keep getting better.

Different customers, different experiences

Picture two people in the same city who both drive the same car. With a 360-degree view, the solution recommends different offers.

Consider Maria, age 40. From social media the solution knows she's a vice president at a multi-national company. Other internal and external sources indicate she's active on music forums, enjoys road trips, made a 70% down payment on her current car and averages 20 hours a week on the road. The recommended offer: an inclusive service package plus a discount on accessories that improve the entertainment experience on long trips. The solution automatically sends Maria a service notification via text (her preferred channel). She clicks through to book an appointment. Calling up the car's service record on the day of the appointment, the technician is prompted to

- Expected increase in repurchase conversion rate of 40% over three years.
- Improved upselling and cross-selling.
- Complied with security and privacy requirements.

offer her a 10% discount on a car Wi-Fi hotspot and accessories. Maria is delighted—and the company increases customer lifetime value.

The offer is different for Rohit, age 35. From internal databases the company knows he buys accessories through the automaker's website, used its financing for his current car and called to inquire about financing options on a new vehicle. The marketing system indicates Rohit was promoted and has shown further interest by opening emails and clicking to see offer details. In this case the solution alerts a local sales rep to call Rohit with an offer for preferential financing on a new car and 10% off accessories. After visiting the dealer Rohit returns home with a new car, a great financing deal, free accessories—and stronger brand loyalty.

Fast rollout, rapid addition of new capabilities

Our first step was creating a global blueprint for infrastructure, data model, marketing platform, reports and analytics models. Using the same design for Europe, the Middle East, Asia, South Africa and North America enables a central team to manage, support and maintain the platform.

Next we rolled out the beta solution in a test market, meeting the company's aggressive timeline by introducing the product in phases. The first phase, launched in just three months, included email marketing campaigns, a way to test analytics and business intelligence dashboards. In the next phase we enhanced the model with automated

prospect identification, integrated Adobe Campaign and Adobe Analytics, and added a text channel and loyalty app. Now we're enabling the data management platform on Adobe Audience Manager to bring in more data from third parties and social media. Throughout the project, we worked closely with the company to make sure the solution complied with auditing, privacy and security requirements. With the success of the first market activation we applied this approved architecture to subsequent markets, reducing the time to enable the platform for a truly global activation.

Technology in the personalized marketing solution

▌ **Cloud Infrastructure:** Amazon Web Services.

▌ **Analytics and campaign management:** Adobe Campaign, Adobe Analytics, Adobe Audience Manager, Adobe Target and Adobe Experience Manager.

▌ **Data preparation:** Informatica PowerCenter, Informatica Intelligent Data Quality & Governance and Informatica Address Doctor.

▌ **Other:** RStudio and Tableau.

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About Cognizant

Cognizant (Nasdaq-100: CTSH) is one of the world's leading professional services companies, transforming clients' business, operating and technology models for the digital era. Our unique industry-based, consultative approach helps clients envision, build and run more innovative and efficient businesses. Headquartered in the U.S., Cognizant is ranked 193 on the Fortune 500 and is consistently listed among the most admired companies in the world. Learn how Cognizant helps clients lead with digital at www.cognizant.com or follow us @Cognizant.

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