Cognizant

Case Study: Consumer Goods

Conversational AI Drives Customer Engagement for Automaker

European automobile manufacturer supports brand engagement by deploying chatbots to enhance the customer experience and increasing showroom visits.

Facing savvy buyers and their changing habits and attitudes about transportation, this auto manufacturer needed a strong implementation partner to develop strategies that help the company compete in an ever-increasing digital marketplace.

With our years of experience, Cognizant was selected to help this automaker implement a conversational AI-driven platform to engage potential car buyers browsing the local country websites for one of its European brand divisions. Our solution uses natural language processing to answer questions and encourage showroom visits.

At a glance

Seeking to amplify digital customer engagement in Europe, our client asked Cognizant to take over development of its conversational AI platform. Our solution resulted in a:

Outcomes

- 13% increase in users of the brand's online car configuration tool.

- 5% increase in successful online interactions.

- 3% increase in conversion rate—from touchpoint to test-drive—in the first few months.

April 2020

Digital drives engagement—and test-drives of new cars.

Our client, a global automobile manufacturer based in Europe, plans a digital transformation over the next five years, to provide a seamless, personalized omnichannel experience to increase customer engagement and build brand loyalty.

Cognizant was selected to take over a stalled project embarked on by another implementation provider, to create an online chatbot that would answer frequently asked questions (FAQs) on the automaker's website. Dissatisfied with its former provider's progress, the client requested that Cognizant redesign and complete a chatbot. This plan included a pop-up on its site to answer up to 50 FAQs about different models of the company's vehicles and encourage site visitors to register for a test-drive at one of its showrooms.

The fundamental purpose of the project was to drive deeper customer engagement during model selection online, mirroring the company's long term digital strategy. The company' required an implementation partner with strong automotive industry expertise, deep knowledge of the digital customer experience and the project expertise to execute a successful rollout.

Determining the right road

Our Consumer Goods technology team started by looking at the automaker's 2025 digital transformation goals, and then devising a detailed rollout playbook on what it would take to create the necessary capabilities and successfully implement them in multiple countries.

We proposed a comprehensive six-dimensional roadmap, describing the client's desired omnichannel digital strategy, identifying opportunities—including quick wins—and detailing an optimal architecture and technology platform and the need for certain types of skills, along with governance and organizational change management.

Cognizant worked with the client's choice of technology platform—Teneo, from Artificial Solutions—to create a natural language understanding solution that enables site visitors to interact with an online virtual assistant that answers questions about the model they are viewing.

Our objectives included identifying potential buyers from visits to the company's sites, collecting information about them, and delivering leads to the sales team. Our solution resulted in a best-in-class chatbot that helps customers on their journey toward selecting a model and scheduling a test-drive. It helps customers research the types of vehicles that would suit their needs, moving them through the purchasing process.

After testing the chatbot solution in a single geography, we collaborated with the automaker's leadership and the local country sales teams to enhance our solution, developing new use cases to support customers throughout the car purchase process. A key finding in that process was learning how site visitors interacted with the chatbot, not only when they first engaged with it but also when and why they disengaged. We rigorously tested these new capabilities, then took the solution live.

We also developed a comprehensive AI-based chatbot to answer questions about the company's new range of electric vehicles and a third virtual assistant to improve the maintenance and customer service experience.

A road to the future: Solutions that scale

Cognizant's success depended on our knowledge of conversational AI-based solutions across industries as well as our technology experience and our familiarity with the automobile industry. The client gained a swift and significant return on a modest investment—with the project completed in 12 weeks.

Since the chatbot's debut, the local division has seen a double-digit increase in visitors who engage

with its online car configuration tool and a 5% increase in successful interactions, including converting leads to test-drives. Our next step is to roll out similar chatbots in 16 countries in 13 different languages.

Learn more

To learn more about Cognizant's expertise in conversational AI-based solutions and natural language understanding, visit www.cognizant.com/ai/conversational-ai.

About Cognizant Artificial Intelligence Practice

As part of Cognizant Digital Business, Cognizant's Artificial Intelligence Practice provides advanced data collection and management expertise, as well as artificial intelligence and analytics capabilities that help clients create highly personalized digital experiences, products and services at every touchpoint of the customer journey. Our AI solutions glean insights from data to inform decision-making, improve operations efficiencies and reduce costs. We apply Evolutionary AI, Conversational AI and decision support solutions built on machine learning, deep learning and advanced analytics techniques to help our clients optimize their business/IT strategy, identify new growth areas and outperform the competition. To learn more, visit us at cognizant.com/ai.

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.

Cognizant

World Headquarters	European Headquarters	India Operations Headquarters	APAC Headquarters
500 Frank W. Burr Blvd. Teaneck, NJ 07666 USA Phone: +1 201 801 0233 Fax: +1 201 801 0243 Toll Free: +1 888 937 3277	1 Kingdom Street Paddington Central London W2 6BD England Phone: +44 (0) 20 7297 7600 Fax: +44 (0) 20 7121 0102	#5/535 Old Mahabalipuram Road Okkiyam Pettai, Thoraipakkam Chennai, 600 096 India Phone: +91 (0) 44 4209 6000 Fax: +91 (0) 44 4209 6060	1 Changi Business Park Crescent, Plaza 8@CBP # 07-04/05/06, Tower A, Singapore 486025 Phone: + 65 6812 4051 Fax: + 65 6324 4051