

Mobility and Service Platform Generates High Sales Potential Through Integration of Digital Services

Quickfacts

- **Company:** International automotive company
- **Business sector:** Automotive, retail
- **Project duration:** Starting Q1/2015
- **Budget:** € 1.7 million

Challenge

In the mobility sector, digitalization is driving an increase in demand for vehicle-related digital services. Customers expect to go online and find a customized, individualized environment tailored to suit their needs.

In the field of technical design and development management, we have worked together with our client to unite their brand's wide spectrum of online services in a single portal and use behavior-based offering (BBO) to show end customers the content that is most relevant to their needs.




The main challenge of this project was to make the switch to a new profile management system and migrate millions of files.

Solution

- Relaunch of an innovative, data-driven, customer-relevant and retail-relevant portal as well as launch of an associated app (iOS & Android)
- Integration of measurable business indicators for sales, service & subsidiaries of the group
- Target group expansion
- Increase of the frequency of use
- Integration of BBO, Analytics and Business Intelligence
- Integration of group-wide and external features

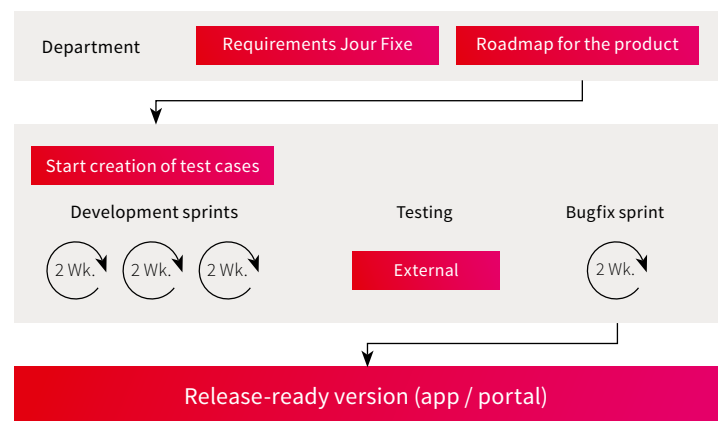
Further information on www.fme.de/en

Added Value

-  Increased customer satisfaction through innovation and customer-specific features
-  Increased development efficiency
-  Product quality assurance

Methods / Technology

- Technical design
- Demand and development management with Scrum
- Project management in line with the PRINCE2 methodology
- Quality assurance through continuous reviews and retrospectives



Development cycle according to Scrum

»With the digital customer platform [...] we offer a digital experience with customer-specific information and services for all [...] models. A very successful example of how digital technology creates real added value for companies and their customers.« (CEO)