Next-generation sales reformation using customer data "Digital Marketing"

While the disruptive digital marketing model is being implemented, there is an urgent need to make reforms in the next-generation sales model using analytics.

Disruptive business model of IT platform with massive customer data

Due to the rapid spread of IT services and portable terminals, digital information has a decisive influence on the purchasing behavior of cars, services, accessories, etc.

IT platform, a media of providing digital information has been causing a disruptive influence on conventional sales model by analyzing the massive data of purchasing behavior. For example, in China, IT platform anticipates the automobile purchases using the customer data, sends the data of high potential leads to dealers and receives the referral fee; hence, providing a potential solution of distribution and sales structure which were closed for conventional manufacturers and dealers. While using the IT platform, it is necessary to build a unique next-generation sales model by using the customer and vehicles data of manufacturers and dealers.

Necessity of next-generation sales model using the analytics in retained customer data

On one hand, the preferences of customers are getting diversified and uncertain, the business of dealers is expanding and products are getting complicated. Providing a purchasing experience that meets the needs of customer is becoming increasingly complex.

Manufacturers and dealers have been accumulating the massive data of customers in the past. However, most of the data is not used and even if it is used, it is only used for call center response or sending the direct mails. There are many operations that rely on human effort and they are not in the state that can provide an individualized purchasing experience. In order to implement a sales model that responds to diversified preferences, it is very much required to acquire more customer insights using analytics in customer data analytics.

■ Transformation in the structure of distribution and sales brought by digital marketing
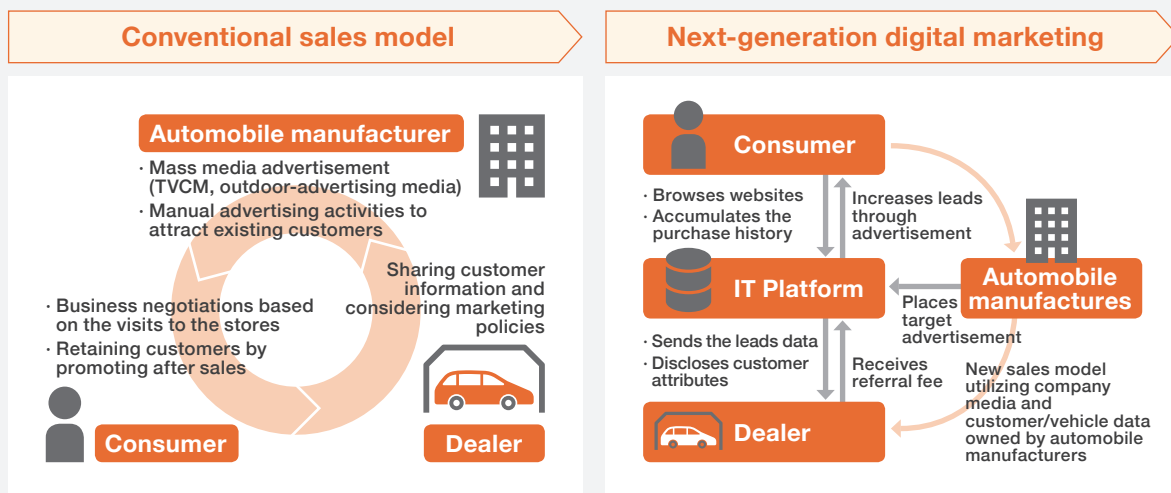
There is an urgent need to reform the unique next-generation sales model that uses retained customer and vehicle data along with utilizing the IT platform with massive customer data and analytical technologies

NRI supports the transformation of digital marketing using the analytics.

Supports in transformation, from analyzing data to implementing business reforms

NRI not only has extensive knowledge about automobile distribution and sales industry but also have extensive experience of providing integrated solutions and digital transformation, from management to IT. We also have strengths in making resilient improvement in sales model, such as access to big data by collaborating with AutoNavi Information Technology Co., Ltd. (subsidiary of Alibaba Group) in China.

NRI's data scientists ascertain business domains that utilize data very effectively to analyze the managerial issues, they use most appropriate analytics to respond to the issues and implement suitable analysis to create a connection between the store and the customer. We can also build a business structure from sale of new cars to providing after sales support in collaboration with AutoNavi in China.

In establishing a new business model, we provide support for identifying, correlating and fixing issues, and building a system for full-scale deployment, while implementing PoC (Proof of Concept) repeatedly.

Case: Anticipating "Potential customers" and support to increase the sales of dealers

Using our potential to offer consistent solutions, from identifying managerial issues to analyzing the customer data, we developed a model that anticipates highly potential customers who are likely to replace their cars by analyzing the past 20 years' transaction data of dealers. We extended support to enhance and streamline the sales activities of dealers using this model.

In this case, we identified potential customers who are likely to replace their cars within a certain period of time and incorporated them into the business as an indicator for implementing the proposal activities of sales staff at production site. Anticipation on replacing the cars helped in ranking by probability and, we were able to use them as indicators to prioritize the activities for proposal.

In addition, we also developed a platform that supported timely implementation of marketing strategies by making the potential customer information that was only known by the sales staff at production site available to sales manager and sales headquarters as well.

■ **Transformation in the structure of distribution and sales brought by digital marketing**

Identifying managerial issues/analyzing customer data

Developing new business model

Customer data analytics

- Visualization of customer information
- Next Best Offer
- One to One Marketing
- Automation of marketing

Client data
- Customer attributes
- Vehicle dealings
- Verification
- Sheet metal
- Finance
- Accessories

Implemented PoC (Proof of Concept) at specific stores, validated the results and identified the issues

- Implementing PoC and identifying issues through simple tools
- Building tools and system for full-scale development

NRI's Strengths

Proposal of cross-sectional solutions
Strategy - Reforms - System
NRI's original solution combining natural language processing technology with AI "TRANA"

Extensive experience of digital transformation
Finance: Seven Bank
Communication: KDDI
Consumer products:
Sapporo Holdings, Ajinomoto

Have access to China's Big Data due to collaboration with AutoNavi Information Technology Co., Ltd. (subsidiary of Alibaba Group)

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