

AUTOILUN ASIAKASKOKEMUS 2030

ITS Finlandin Verkostopäivä 20.8.2020

1939
VEHO

Kaikki alkoi Suomesta ja
Mercedes-Benzistä

Ruotsi

Baltia

2019

Liikevaihto 1,097 M€

Henkilöstö 1,936

Full stack Mobility company

Ajoneuvot

Logistiikka

Vuokraus

VEHO
2025

#liikuttaakesävästi

Sustainable and responsible
operations

“We build a Mobility ecosystem that supports our
long term vision and purpose #sustainablemobility”



★ Asiakaskokemus
 Voitamme jokaisen kaupan ylivermaisella asiakaspalvelulla.

★ Liiketoiminta
 Puhdas Mercedes. Kasvua Mercedesestä ja vahvempi asema käytetyissä autoissa kaikissa Veho-maissa.

★ Uudistuminen
 Intohimomme liikuttaa kestävästi. Edelläkävijäys liikkuvuuden ratkaisuissa ja digitaalisissa palveluissa.

★ Rakenne
 Tehokkaat yhteiset digitaaliset prosessit. Asiakas ei koe Vehossa rajoja. Rakenne linjassa Daimlerin kanssa.

★ Kulttuuri
 Jokainen meistä on tähti. Great Place to Work. Muutostarve ja jatkuva osaamisen kehittäminen.

OLEMASSAOLON TARKOITUS:
LIIKUTTAA KESTÄVÄSTI

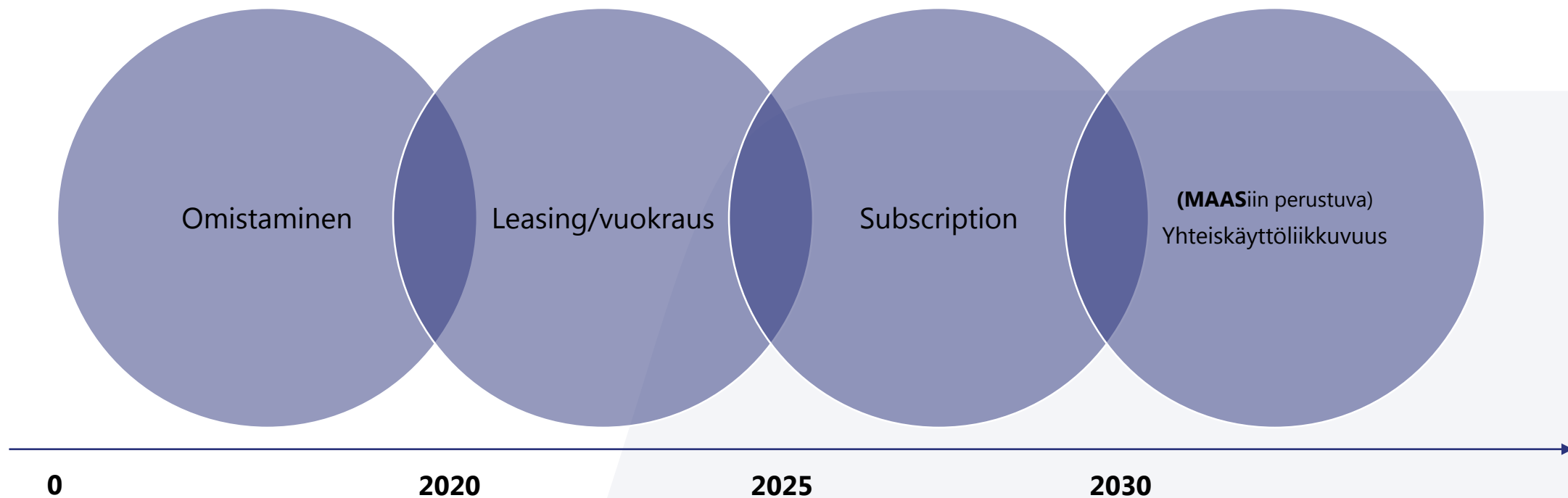
MEGATRENDIT



ARVOMME



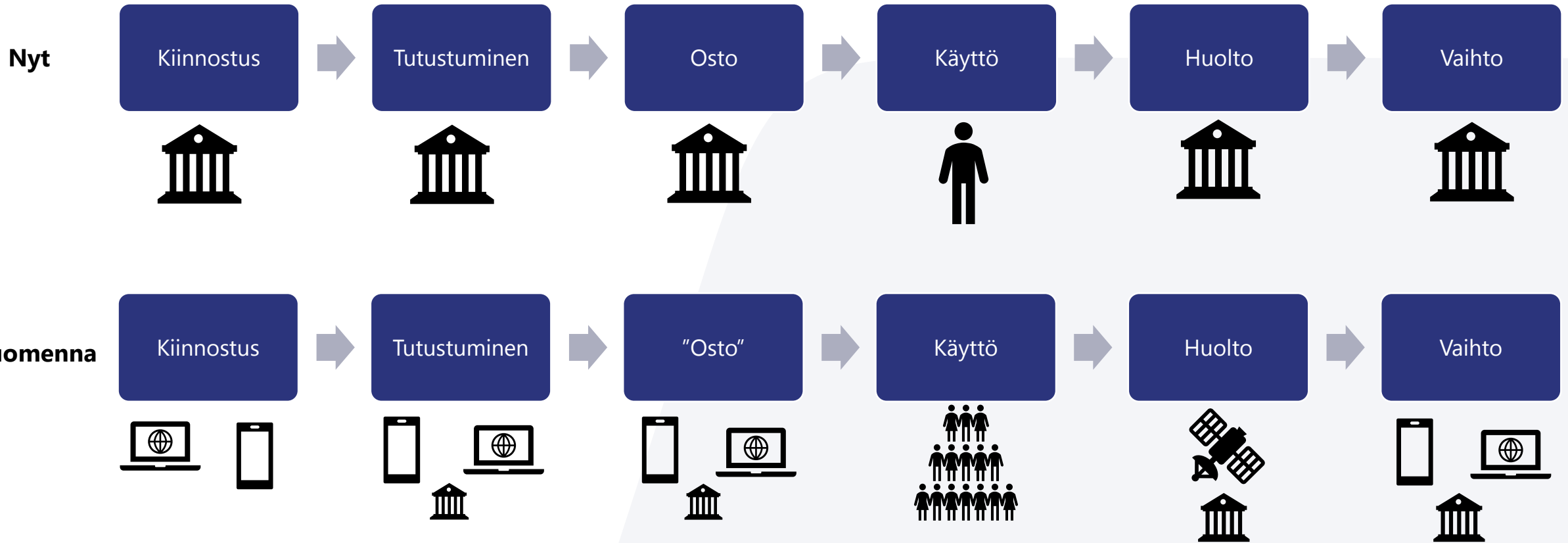
AUTOILUN MUUTOS



YLIVERTAINEN ASIAKASKOKEMUS VEHOSSA

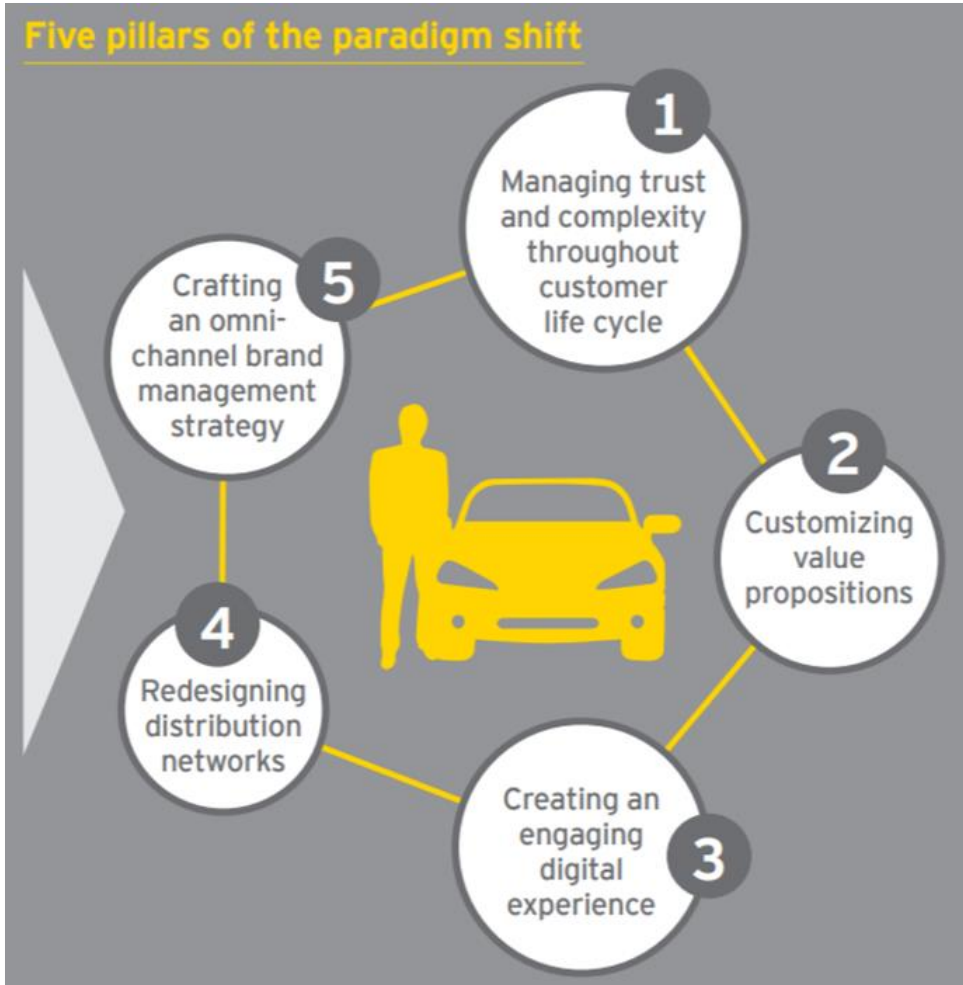
Jokainen asiakas kokee olevansa tärkeä. Ylivertainen asiakaskokemus luodaan sydämellä ja vastuuta kantaen.

ASIAKASKOKEMUKSEN KULMAKIVET



YLÄTASON MUUTOKSET ASIAKASKOKEMUKSESSA

Five pillars of the paradigm shift

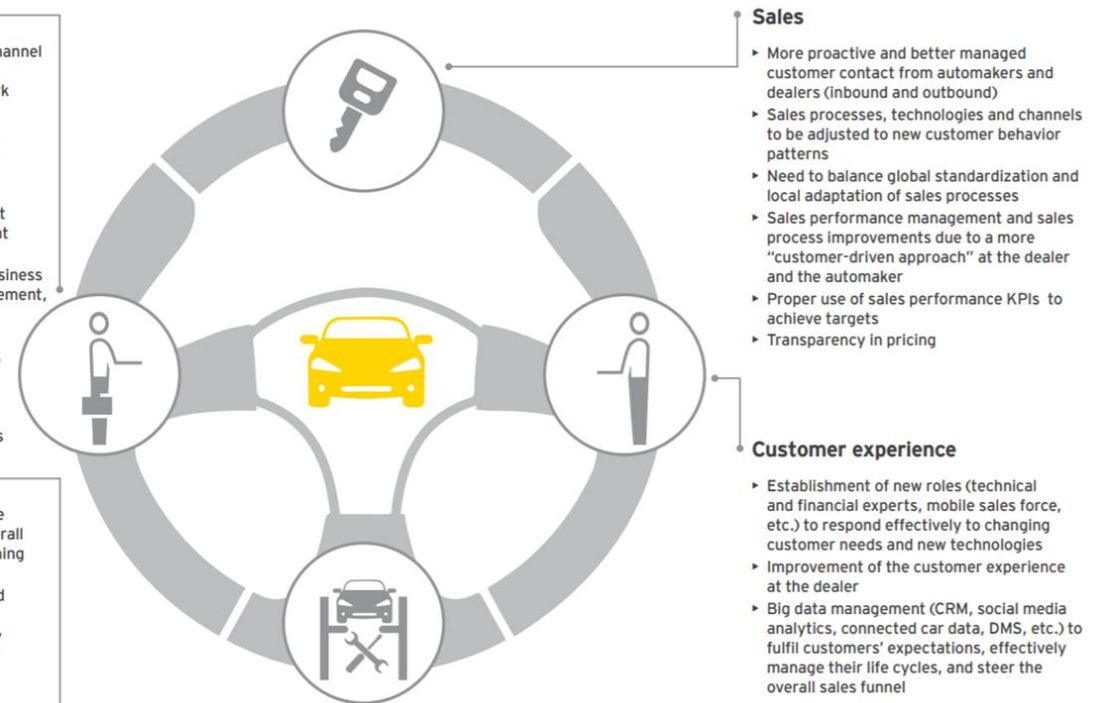


Dealer network

- ▶ Manage transformation into a multi-channel approach, such as direct online sales, flagship stores, pop-up stores, network consolidation, etc.
- ▶ Establish subscription or usage-based business models to offer mobility as a service
- ▶ Effective usage and management, including the interfaces, of all different available systems (Dealer Management System, CRM, etc.)
- ▶ Ongoing process management and business improvement in all areas (lean management, customer churn rate, etc.)
- ▶ Training, coaching and consulting of dealer network employees (e.g., sales, aftersales, used cars, systems and processes)
- ▶ Effective organization and incentive structures for automakers and dealers

Aftersales

- ▶ Increased ability of dealers to increase customer satisfaction, loyalty and overall profitability by assessing and (re)defining roles within aftersales
- ▶ Leverage mutual potential of sales and aftersales touch points
- ▶ Professionalize the genuine accessory and parts business to impact dealers' profitability, as well as customer satisfaction and loyalty



Sales

- ▶ More proactive and better managed customer contact from automakers and dealers (inbound and outbound)
- ▶ Sales processes, technologies and channels to be adjusted to new customer behavior patterns
- ▶ Need to balance global standardization and local adaptation of sales processes
- ▶ Sales performance management and sales process improvements due to a more "customer-driven approach" at the dealer and the automaker
- ▶ Proper use of sales performance KPIs to achieve targets
- ▶ Transparency in pricing

Customer experience

- ▶ Establishment of new roles (technical and financial experts, mobile sales force, etc.) to respond effectively to changing customer needs and new technologies
- ▶ Improvement of the customer experience at the dealer
- ▶ Big data management (CRM, social media analytics, connected car data, DMS, etc.) to fulfill customers' expectations, effectively manage their life cycles, and steer the overall sales funnel

MITÄ MUUTOKSET OVAT KÄYTÄNNÖSSÄ?

- » From **transactional to lifecycle**
- » From **product to customer**
- » From **multi channel to omni channel**
- » From **sales to consulting**
- » From **private to fleet customers**
- » From **ownership to usage**
- » From (large) **showrooms to digital channels (showrooms)**
- » From satisfying one need (car) to **satisfying all mobility needs** (multimodality)
- » **Direct sales** model
- » From **service appointments to OTA service**
- » Importance of **data** (correctness) and the value in **ownership of data**
- » Collaboration
- » Cultural change

VEHON ASIAKASKOKEMUS ASIAKKAAN SILMIN 2030



Seize the moment.
Drive the Collection.
Welcome to Mercedes-Benz Collection, a monthly subscription service that allows you to drive an entire range of vehicles.



#LIIKUTTAAKESTÄVÄSTI

VEHO