With more competition than ever before, automotive manufacturers are focused on creating a “best-in-class” ownership experience for consumers who purchase or lease their vehicles. The goal: greater customer satisfaction... which in turn leads to greater customer brand loyalty.

But it isn’t easy to meet or exceed ever-changing customer expectations. This is true particularly as the automotive industry undergoes a tremendous transformation in its use of technology. In the past, technology was used primarily to help run manufacturing operations and internal systems. Now, Product Engineers rely on technology in the vehicle itself for connectivity features and more. By the year 2016, Juniper Research predicts that there will be well over 90 million internet connected cars globally. The emergence of smart phones will play a pivotal role in this change.

In addition to providing owners with the latest features in their connected vehicles, automakers need to provide a superior connected ownership experience outside of the vehicle. This experience can happen any place or time, and with any device – such as a laptop, tablet, smart phone or more. But this change impacts much more than the connected vehicle and owner. Many other connected devices are emerging for consumers, including smart televisions, health monitoring devices, household appliances, utilities regulators and more. According to an Ericsson White Paper, there will be more than 50 billion connected devices worldwide by 2020, ten times the current amount.

So, where is this all heading? If you haven’t already realized, there is a global movement toward complete connectivity – where people and businesses around the world will be connected to what improves their efficiency and quality of life – all at a moment’s notice. That’s where Covisint can help.

Covisint - Cloud Engagement Platform

Covisint’s Cloud Engagement Platform offers a robust, secure and proven platform for driving additional revenue and customer loyalty for connected owner initiatives. With Covisint, CIOs, CMOs and LOB leaders can deliver a unified and global connected vehicle platform that aligns with their business strategies, through a single integrated experience across the ownership lifecycle. The Covisint platform enables business agility and speed; reduces cost and time-to-implementation; is scalable and repeatable; meets stringent regulatory compliance requirements; and provides the tools for securely and reliably enabling the flow of critical information.

How Covisint Can Help

Changing Telematics Service Providers or Restructuring Services

Issue: According to ABI Research, the number of vehicles with factory installed telematics globally will grow from 10% in 2011 to 53% in 2016 – and the proportion of vehicles equipped with telematics will continue to rise. In addition, many automotive manufacturers are at a point in the product lifecycle where they are upgrading their current telematics services to meet the changing demands of the marketplace or to satisfy internal stakeholders with new needs. However, this transition from first to second generation telematics systems does not take place quickly or with ease.

When making changes or upgrading systems, many automotive manufacturers struggle with determining the best method to disintegrate from their first generation Telematics Service Provider (TSP) so they may transition to the next-generation platform – which may include one or many TSPs. Due to the numerous direct integrations the TSP has for the various services offered, this transition can be a very time-consuming and difficult process. Each service must be disintegrated and reestablished when moving from one platform or provider to another.

Automotive Connectivity
A Path for Automotive Manufacturers to Increase Loyalty, Revenue and Relevancy
Solution: The days of a Telematics Service Provider being the single provider of connected services for a automotive manufacturer or brand are quickly fading away. Increasingly, the automotive manufacturer is seeing a need to work through a variety of Telematics Service Providers and other third party providers to maximize value, minimize cost and provide the best service, while also providing a seamless experience despite this partner complexity.

Covisint helps automotive manufacturers by providing a single cloud-based platform that can be used to onboard new solution providers quickly and seamlessly. This allows automotive manufacturers to choose best-of-breed telematics services and reduces dependency on any one provider. Covisint offers a cloud-based platform that allows automotive manufacturers to transition to next generation services with ease and speed. Instead of having to tear down and build each new integration when switching providers or adding new capabilities, Covisint provides an abstraction layer between the services and their consumers enabling either side to change without impacting the other. This enables the automotive manufacturer to focus on functionality and strategy, versus having to defer focus on the continual build out and maintenance of point-to-point integrations.

Integrated Customer Communication

Issue: Customers have different experiences with the various service providers associated with their vehicle(s). The automobile itself, manufacturer, dealer, finance company, insurance company and more – are all separate touch-points with the customer. Any negative experience can influence the customer’s affinity toward the brand. How can the brand experience be controlled more by the automotive manufacturer when so many different providers are in-touch with their customers after the point-of-sale? A positive experience during every aspect of ownership can have a profound effect on customer satisfaction and loyalty.

Additionally, the disconnected nature of automotive manufacturers’ owner databases does not allow them to develop a customized marketing approach for every individual owner. This approach could lead to missed opportunities to sell vehicles or services to the owner. Telematics solutions are able to capture owner information to provide the automotive manufacturers with greater visibility on use or preferences for marketing purposes, but it may not be being leveraged today. Current solutions lack complete integration with the automotive manufacturers’ CRM databases and do not create a “best-in-class” ownership experience. Also, owners are not able to access one system to view all the information regarding their ownership experience, creating the need to remember multiple logins to access their vehicle information.

Solution: By providing an integrated experience across the ownership lifecycle (including in vehicle experience), the customer is much more likely to have a positive ownership experience which can lead to brand loyalty. Additionally, the automotive manufacturer may open additional streams of revenue by leveraging this new type of communication approach – through all customer touchpoints.

Covisint’s Cloud Engagement Platform allows the customer to view all information about their automotive experience securely and in one place, regardless of source of origin or location. Additionally, it reduces the time and complexity and eliminates the need for redundant development of functionality for multiple communication platforms for automotive customers. Unlike traditional methods used in the past by the various organizations, the Covisint platform significantly reduces time from development to delivery, simplifies cross-platform development and improves flexibility and agility for future development.

With the ubiquity of mobile devices and the variety of form-factors they come in, it is increasingly difficult to provide a consistent user experience and feature set across PCs, mobile phones and tablets. This effort often results in redundant efforts to implement similar features using different technologies on various platforms. With Covisint’s Cloud Engagement Platform, the modules are decoupled from the presentation layer. Platform or device specific web, mobile web, or native applications can be developed to provide the best user experience for the platform while leveraging a single set of functional modules, eliminating inconsistencies across platforms and speeding development across platforms.