

# CONTEÚDO DINÂMICO PME DIGITAL

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## Use Cases de Automóvel

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## CONTEÚDO

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Companies:

1. [Volkswagen](#)
2. [Audi UK](#)
3. [GM](#)

## Volkswagen– The journey to becoming a mobility services provider

<p><b>Apresentação da Empresa</b></p>	<div style="text-align: center;">  <p><b>Volkswagen</b></p> </div> <p>Company facts</p> <ul style="list-style-type: none"> <li>• Automotive</li> <li>• Year founded: 1937</li> <li>• HQ: Wolfsburg, Deutschland</li> <li>• Revenues: €230.682 billion</li> <li>• Employees: 642,292</li> </ul> <div style="text-align: center;">  <p><b>ONE DIGITAL PLATFORM</b> Backbone of Volkswagen's new digital ecosystem</p> </div>
<p><b>Use Case</b></p>	<p>The journey to becoming a mobility services provider</p>
<p><b>Situação e Solução</b></p>	<p>Volkswagen Group is in a major transition, the German OEM is committed to continue building vehicles but going forward it will increasingly become a mobility service provider with a fully-connected vehicle fleet</p> <p>The company is speeding up the development of its digital platform nicknamed “Volkswagen We”. The backbone of the ecosystem will be a Group-wide, primarily cloud-based platform, the “One Digital Platform” (ODP). This platform is mainly based on cloud-technology and connects the car, the customer and the services.</p> <p>The We universe will also encompass the service packages offered by Volkswagen Car-Net: Security &amp; Service (automatic emergency call), Guide &amp; Inform (traffic info), e-Remote (real-time info for e-models and hybrids) and App-Connect (smartphone integration).</p>
<p><b>Resultados</b></p>	<ul style="list-style-type: none"> <li>• By 2025, Volkswagen intends to become the market leader in e-mobility</li> <li>• The brand intends to generate sales revenue running into billions from digital offerings and services.</li> </ul>

## Audi UK – Re-engaging the customer through the digital experience



<p><b>Apresentação da Empresa</b></p>	 <p><b>Audi</b></p> <p>Company facts</p> <ul style="list-style-type: none"> <li>• Automotive</li> <li>• Year founded: 1910</li> <li>• HQ: Zwickau, Deutschland</li> <li>• Revenues: €60.128 billion</li> <li>• Employees: 91,231</li> </ul> 
<p><b>Use Case</b></p>	<p>Re-engaging the customer through the digital experience</p>
<p><b>Situação e Solução</b></p>	<ul style="list-style-type: none"> <li>• With fewer customers visiting car dealerships in person, car brands are beginning to realize that a change is needed in the way they approach digital strategy.</li> <li>• In October 2017, Audi UK revolutionized its approach to digital with the launch of beta.audi.co.uk: a mobile-first, fully responsive online experience that was designed to put the customer back at the center of the car-buying process.</li> <li>• The team set out to build a “premium web experience” that was synonymous with the Audi brand. Based on a piece of research in which they had invited customers to share what they disliked about car websites, they simplified the experience of browsing for new car models, eradicating complex language and implementing a comparison feature that quickly and effectively allowed users to hover or slide to show the differences between Audi’s models and trims</li> <li>• For customers constantly checking in and testing cars is important, as is giving them enough ownership that they feel proud and can see it through.</li> </ul>
<p><b>Resultados</b></p>	<ul style="list-style-type: none"> <li>• The website was initially launched as an A/B test to compare performance with Audi’s existing desktop and mobile sites, and after delivering impressive returns, has since been rolled out to all of audi.co.uk’s visitors</li> <li>• Audi UK saw an 81% increase in visits to model pages, and a 109% increase in visits to the used car search platform – which was already popular to begin with.</li> </ul>

	<ul style="list-style-type: none"><li>The Beta site brought about a 117% increase in visits to the “Request a Quote” tool, a major indicator of intent to purchase, and an increase in test drives</li></ul>
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Fonte: Informação Pública

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## GM – Giving customers the option for in-car shopping and reservations via Marketplace

<p><b>Apresentação da Empresa</b></p>	 <p>Company facts</p> <ul style="list-style-type: none"> <li>• Automotive</li> <li>• Year founded: 1908</li> <li>• HQ: Detroit</li> <li>• Revenues: \$146 billion</li> <li>• Employees: 180,000</li> </ul> 
<p><b>Use Case</b></p>	<p>Giving customers the option for in-car shopping and reservations via Marketplace</p>
<p><b>Situação e Solução</b></p>	<ul style="list-style-type: none"> <li>• In 2017, General Motors (GM) launched a new commerce feature, the GM Marketplace, initially in GM-banded vehicle.</li> <li>• The commerce platform uses real-time interaction data—think the location of the vehicle, time of day, and the driver’s established digital relationship with merchants like Starbucks—to offer highly personalized experiences.</li> <li>• GM Marketplace allows customers to order food, make reservations, or find the closest gas station from their in-vehicle touchscreen; that is, if the store belongs to one of its participating partners, which includes Applebee’s, Delivery.com, Dunkin’ Donuts, IHOP, ExxonMobil, Parkopedia, TGI Fridays, Priceline.com, Shell, Starbucks, and Wingstop</li> </ul>
<p><b>Resultados</b></p>	<ul style="list-style-type: none"> <li>• The in-vehicle ecommerce platform has enabled GM to make a significant move into the connected and autonomous vehicle space, positioning itself as a service provider rather than just a seller of cars.</li> </ul>

Fonte: Informação Pública