



Shifting Gears in Automotive

Leading transformation in a rapidly changing industry

Time to get practical

It's clearer than ever that the automotive industry is evolving from a manufacturing and product-led model to a customer-centric one. The challenge is to adapt that model to become more practical and profitable. Some of the trends shaping the industry are universal — like omni-channel customer communications, transparency in pricing, and personalization. Others depend on the region and customer demographics — like demand for electric vehicles, new financing models, and customer-centric dealership experiences.

The number of variables to consider is steadily increasing, and so is the competition. With new brands introducing direct-to-consumer business models and cutting-edge digital experiences, customers expect more than ever from automotive businesses at every stage of their purchase and ownership journey. Adapting to these trends and meeting those expectations is now essential for businesses that want to remain relevant, form stronger relationships, and develop long-term loyalty.

The key to navigating the evolving automotive landscape is smart, customer-focused technology. Creating smooth, personalized, and modern customer journeys is impossible with disconnected legacy systems and buried data. Across OEMs, captive finance, mobility services, and dealerships for global auto brands, the new leaders of the industry will be innovators that leverage seamlessly integrated technology platforms to build a foundation of trust that improves customer, dealer, and employee experiences.

A proven partner

With extensive experience in business strategy and technology implementation, and decades of specialized insights in the automotive sector, Deloitte Digital works with automotive companies to streamline their operations and strengthen their relationships with their customers and dealers. We leverage Salesforce, the leading Customer 360 technology platform, to give industry innovators the power to modernize their businesses and adapt proactively to changing trends.

Deloitte Digital's Strategic Priorities

Modernize customer engagement

We use Salesforce's Customer 360 platform to build the integrated digital ecosystem that's necessary to deliver memorable customer experiences that drive trust and loyalty throughout the customer lifecycle.

Optimize dealer experience

A unified technology platform makes dealer partnerships more cohesive and collaborative — it empowers industry leaders to turn competing interests into competitive advantages, and enables seamless transitions between digital and face-to-face interactions.

Develop new business models

Integrated, data-driven solutions powered by Salesforce make it easier to identify, test, and go to market quickly with innovative offerings that can reduce costs and create new revenue streams for your business.

Increase customer lifetime value

From marketing and lead generation to sales and service, we help automotive companies integrate previously disconnected and disparate processes and systems. Building a 360-degree view of the end-to-end customer journey unlocks insights and enables higher-quality interactions that reinforce trust and loyalty, improving the customer lifetime value.



The future of automotive is here

Working with clients around the world, Deloitte Digital is using Salesforce to enable core business capabilities that are driving measurable growth in key performance indicators.

Marketing

Omnichannel campaign creation, execution, and monitoring with audience segmentation and personalized journeys

Sales

Optimized customer experiences with flexibility to introduce direct-to-consumer and other innovative business models

Service

Streamlined access to self-service customer portals where customers can manage financing, request repairs, and customize preferences

Benefits

- Customer engagement
- Marketing ROI
- Brand strength

Benefits

- Increased revenue
- Customer trust
- Lifetime customer value

Benefits

- Transparency
- Customer service
- Personalization

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