



Helping a leading  
auto brand to drive  
delivery efficiency

Technology & Transformation Operate | Operation Excellence in Customer Data Platform (CDP)

## The challenge

Our client is a subsidiary company of a leading auto brand, and it was established to drive customer-centricity transformation in China. The client provides digital solutions and operational services to enable seamless online-to-offline user experience.

Together with the client, we built a Customer Data Platform (CDP) to ingest, integrate, and process customer and related data to support customer & marketing services, including end-to-end dashboard and generate 2B/2C customer campaigns.

CDP has 30+ source systems, 1,000+ assets and tens of millions of users, and involves client facing data service, which brings huge challenges and high requirements to the platform operation. Hence, a stable, efficient operation and maintenance services is strongly required to ensure platform stability and service availability.

## Our solution

We set up an operation team with 10 professionals, and re-designed the operation process, built a standardized operation handbook to improve the problem-solving efficiency and service quality.

Meanwhile, we organized periodic operation and incident review to identify issues regarding platform stability and technical robustness, and developed optimization plans to improve the stability of the big data platform.

Moreover, we developed a big data operation monitoring platform to collect operational data, including tasks execution status, server memory usage, resource usage, data asset quality, etc., to achieve automatic monitoring and early warning of the platform on a 7x24 basis.

## The outcomes



Achieved 100% on-time work order closure rate based on standardized operation handbook and related regulations.



Task on-time rate (service level agreement) of the CDP increased from around 80% to 95% through multiple rounds of incident review and optimization.



Delivered 7x24 task and service monitoring by leveraging the operation monitoring platform, and greatly improved the work efficiency of the operation team.



Extended beyond the design and implementation of the operation monitoring platform to provide full lifecycle services.

# Contacts

**Jie Tang**

Partner

jitang@deloittecn.com.cn

**Alice Chen**

Manager

aliceschen@deloittecn.com.cn



## About Deloitte

Deloitte China provides integrated professional services, with our long-term commitment to be a leading contributor to China's reform, opening-up and economic development. We are a globally connected firm with deep roots locally, owned by our partners in China. With over 20,000 professionals across 30 Chinese cities, we provide our clients with a one-stop shop offering world-leading audit & assurance, consulting, financial advisory, risk advisory, tax and business advisory services.

We serve with integrity, uphold quality and strive to innovate. With our professional excellence, insight across industries, and intelligent technology solutions, we help clients and partners from many sectors seize opportunities, tackle challenges and attain world-class, high-quality development goals.

The Deloitte brand originated in 1845, and its name in Chinese (德勤) denotes integrity, diligence and excellence. Deloitte's professional network of member firms now spans more than 150 countries and territories. Through our mission to make an impact that matters, we help reinforce public trust in capital markets, enable clients to transform and thrive, empower talents to be future-ready, and lead the way toward a stronger economy, a more equitable society and a sustainable world.

Deloitte refers to one or more of Deloitte Touche Tohmatsu Limited ("DTTL"), its global network of member firms, and their related entities (collectively, the "Deloitte organization"). DTTL (also referred to as "Deloitte Global") and each of its member firms and related entities are legally separate and independent entities, which cannot obligate or bind each other in respect of third parties. DTTL and each DTTL member firm and related entity is liable only for its own acts and omissions, and not those of each other. DTTL does not provide services to clients. Please see [www.deloitte.com/about](http://www.deloitte.com/about) to learn more.

Deloitte Asia Pacific Limited is a company limited by guarantee and a member firm of DTTL. Members of Deloitte Asia Pacific Limited and their related entities, each of which is a separate and independent legal entity, provide services from more than 100 cities across the region, including Auckland, Bangkok, Beijing, Bengaluru, Hanoi, Hong Kong, Jakarta, Kuala Lumpur, Manila, Melbourne, Mumbai, New Delhi, Osaka, Seoul, Shanghai, Singapore, Sydney, Taipei and Tokyo.

This communication contains general information only, and none of DTTL, its global network of member firms or their related entities is, by means of this communication, rendering professional advice or services. Before making any decision or taking any action that may affect your finances or your business, you should consult a qualified professional adviser.

No representations, warranties or undertakings (express or implied) are given as to the accuracy or completeness of the information in this communication, and none of DTTL, its member firms, related entities, employees or agents shall be liable or responsible for any loss or damage whatsoever arising directly or indirectly in connection with any person relying on this communication.

© 2025. For information, contact Deloitte China.