



Helping a leading auto
company achieve
efficient digital
channel operation

Strategy, Risk & Transactions Operate | Digital Operation Service

The challenge

Our client is one of the world's leading auto brands and China is its biggest and most promising market. The application and operation of digital channels are the most important areas of competition in the domestic automobile industry in the new era. The innovative development and stable operation of digital channels are important foundations to achieve consumer satisfaction, promote sales, ensure brand reputation, improve consumer loyalty, and enhance the life cycle value of automobile customers. Our client needs a strong operational team to support them in achieving stable digital channel operations and optimizing innovation.

Our solution

We set up an excellent team with experience in digital channel innovation, operation and operation analysis. Additionally, the team had solid skills and strong driving force to conduct cross function communication and cooperation:

- 1) Built a systematic 1+4+4 project team to ensure the independent operation of each digital channel, reduce communication costs, and improve business promotion efficiency;
- 2) Designed highly detailed, standardized processes of operation, developed working guidelines and management toolkits to achieve excellent business development, tracking and management;
- 3) Set up master data system to improve operation efficiency;
- 4) Designed business dashboard to analyze and generate optimization suggestions for operational performance improving.

The Deloitte SR&T Operate team took a one-on-one approach to support the stable operation of the client's digital channels. In the future, we will further our service in the client's digital channel innovation and optimization based on operational analysis on top of operational support.

The outcomes



Helped the client address operational events and achieve cross function communication, including call center, IT team, business team, etc.



Established a standardized and refined operational workflow, from problem reporting, stakeholder communication, problem solving, verification, etc., clarified responsibilities and helped improve operational efficiency.



Achieved consistent and stable operation of the digital channels during the engagement, and improved the reputation and score of APPs in the application market.



Built a business operation dashboard and identified operation optimization opportunities based on business operation analysis, so as to improve consumers' digital experience.



Enabled the stable operation of 3 categories of digital channels, the roll-out of a new digital channel, and the implementation of a new business model.

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