



# Concentrix Automotive Solutions

39 Years and Counting



We're a **customer engagement company** that takes big data and applies it to big-idea marketing tactics. Everything we do works toward building brand loyalty, getting your customers attention and motivating them to action.



# Major Results

**\$82:1**

Return on  
marketing for  
Customer Care  
program

**161%**

Lift in service and  
parts sales

**21%**

Increase in  
repurchase rate  
through 360°  
customer view

**\$875M**

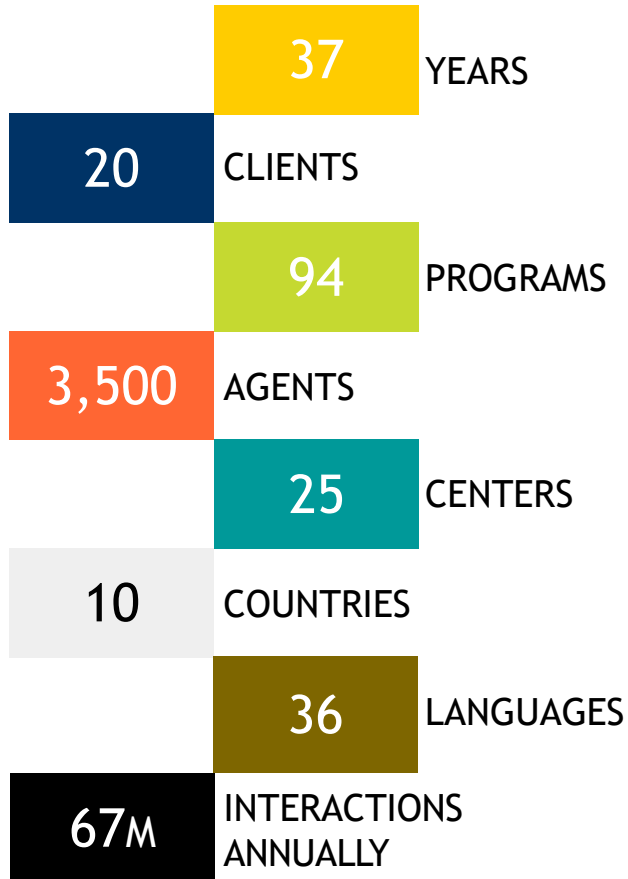
Revenue boost  
from loyalty  
programs

**50K**

Cars sold  
through web  
leads



# Our Marketing Services Portfolio



## PARTNER SUPPORTED



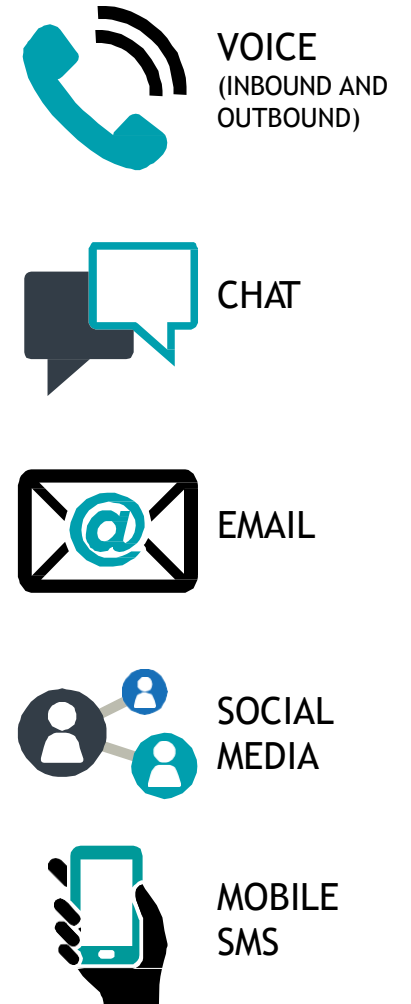
## ENGAGEMENT PROGRAMS



## WORK SUPPORTED

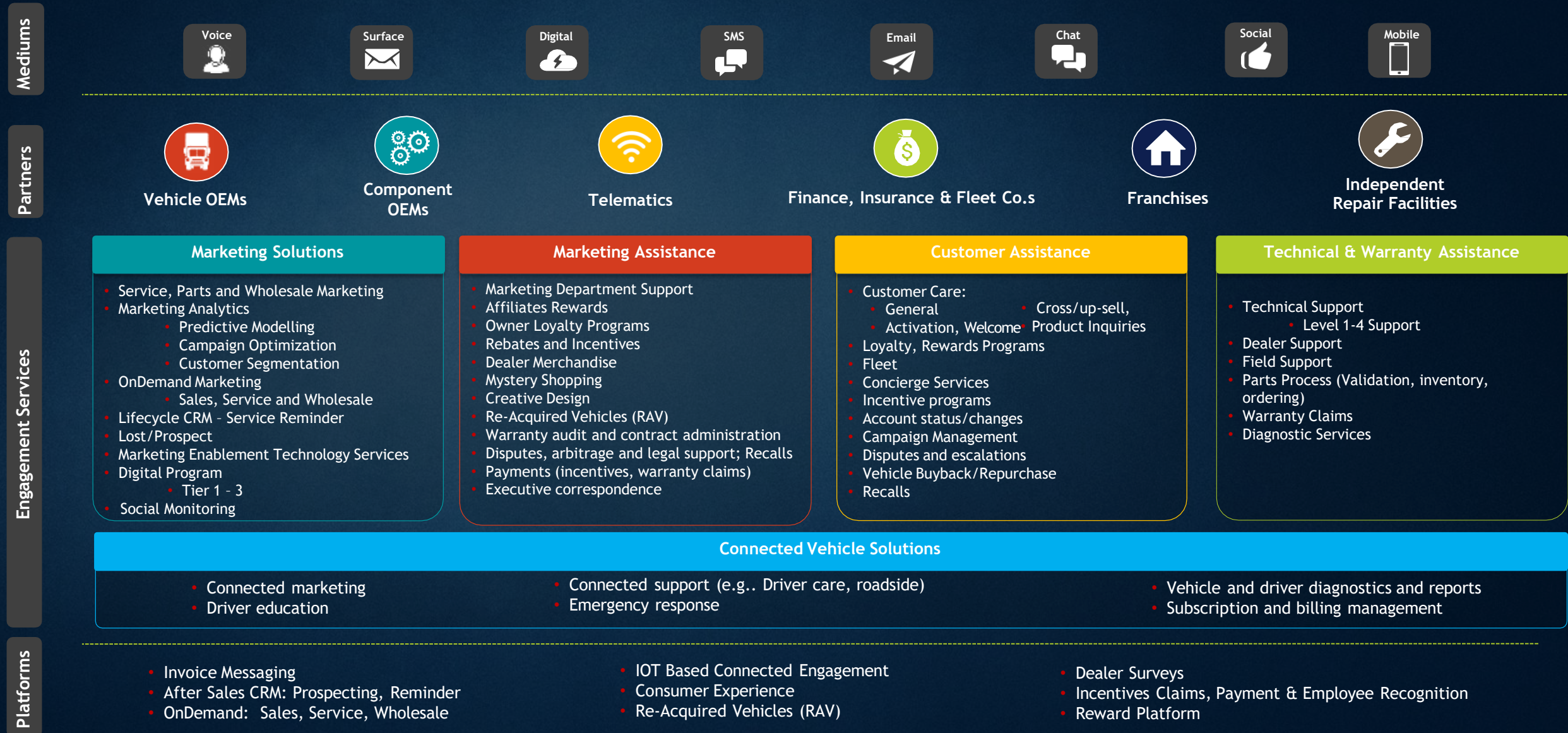


## CHANNELS SUPPORTED





# End-to-End Automotive Customer Engagement Capabilities



# Fundamental Intelligence

Our solutions all start on the basis of intelligent communication. We insert an underlying layer of analytic intelligence prior to the delivery of any communication. This intelligence layer provides the proper foundation for future success.



Data Integration



Data Management



Customer Segmentation



Predictive Modeling



Campaign Optimization



DO SOMETHING GREAT