Concentrix Automotive Solutions

37 Years and Counting

0 0 0 0 0

We're a customer engagement company that takes big data and applies it to ^s 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% 21%

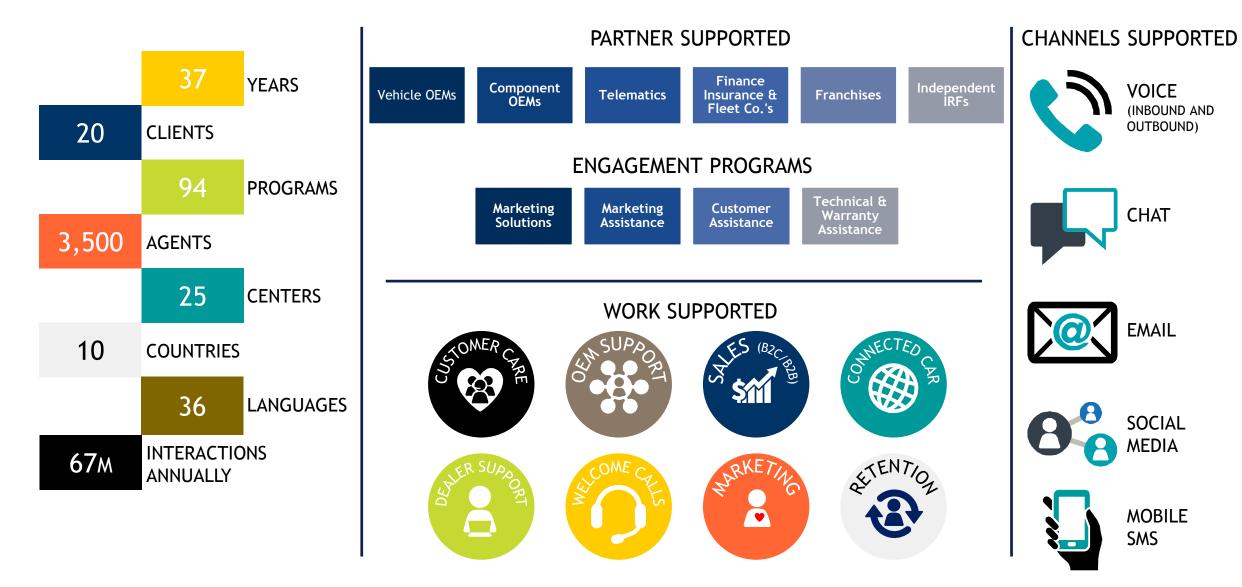
Lift in service and parts sales

Increase in repurchase rate through 360° customer view

\$875M

Revenue boost from loyalty programs **50K** Cars sold through web leads

Our Marketing Services Portfolio

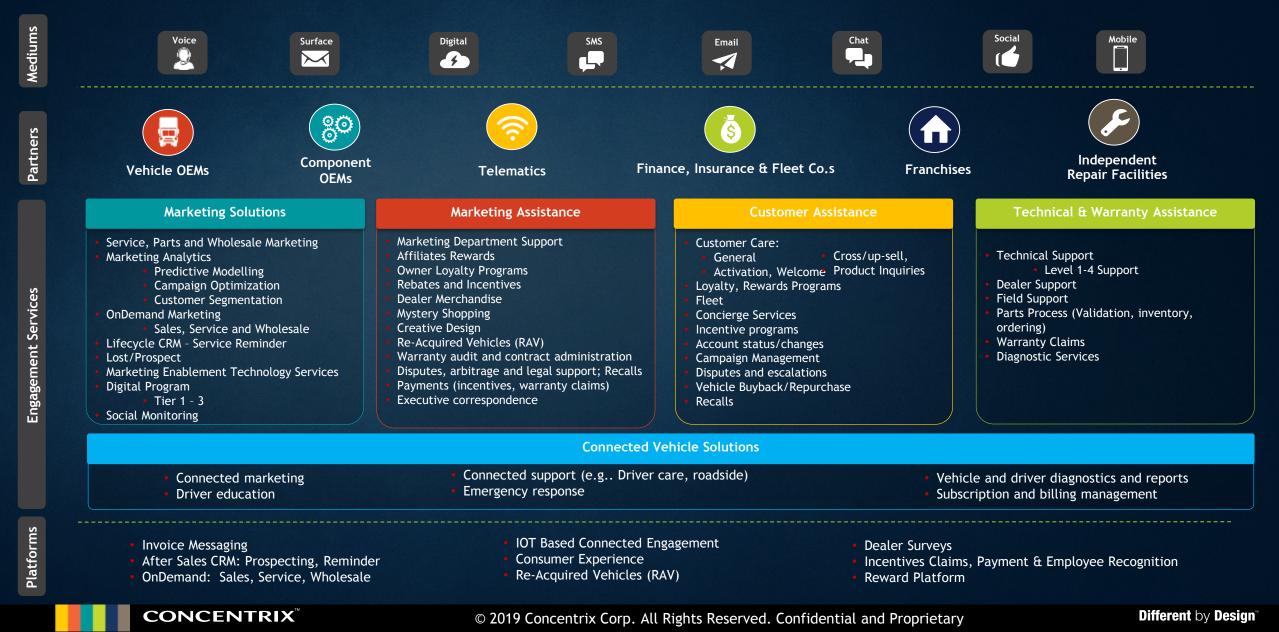


Automotive Solutions

Over our 37 years of automotive experience we have honed our solution set to provide an industry leading platform for dealership growth across Sales, Service and Wholesale departments.



End-to-End Automotive Customer Engagement Capabilities



Marketing Solutions Process



© 2019 Concentrix Corp. All Rights Reserved. Confidential and Proprietary

Different by **Design**

Marketing Solutions Process

Centralized Database

Concentrix would first look to establish a centralized database from which we will obtain a greater understanding of the total reach and opportunity that exists within the current customer base. Analyze

The advanced analytics would be applied to develop and define predictive modeling. Utilizing these scoring methods, Concentrix will be able gain and provide a clear understanding of each customer and their potential. Customer Acquisition

Utilizing the analysis, we will identify an ideal customer profile. We will then target or purchase a list of businesses who fit this profile, ensuring that every lead that we target or acquire has a high propensity to convert. Once the list source has been established, specific campaigns will be designed to target, inform, and engage these prospective customers. Concentrix will leverage its partnerships with LinkedIn, Facebook, Google, etc. to develop a campaign that is within budget and will deliver response and ROI.

Target

Deliver

Utilizing the analysis, modeling, profiling, and targets, Concentrix will begin the precision targeting of the prospective customers. We will deliver the right communication at the right time, through the right medium. Hot leads are delivered to the Contact Center for expedited conversion.

© 2019 Concentrix Corp. All Rights Reserved. Confidential and Proprietary

Different by Design

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

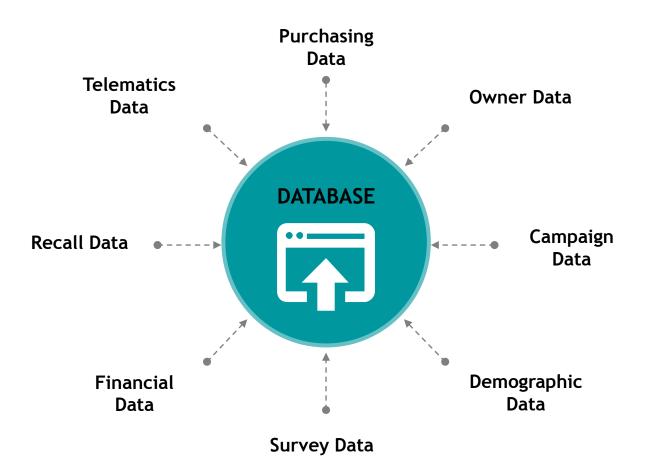
COD IN C.

© 2019 Concentrix Corp. All Rights Reserved. Confidential and Proprietary

Data Integration

Data Drives Our Marketing

Consuming data from a variety of sources allows us to see a holistic view of each customer's behavior, lifestyle, and needs.



Data Management Processes

It All Starts with Data

CLEAN

Concentrix completes a comprehensive review/audit of the data to ensure proper utilization and data integration.

ENHANCE

We enhance the data captured through detailed data modeling and analysis in addition to third party data appends.

DATA GATHERING

We have the capability to bring together massive volumes of data into the Concentrix Platform including but not limited to: Customer Data, Invoice, Third Party, Sales Data.

VERIFY

Through the verification process Concentrix performs a number of procedures such as NCOA, Merge/Purge to ensure data integrity.

DELIVER

Once the data management process is complete the finish data set is loaded into the Concentrix Platform as the final Marketing Database.

Concentrix can also acquire data from trusted 3rd party data sources

Demographic Data - Age, Education Level, Income Level, Language Preference, Lifestyle Segment Contact Information - Best Phone Number, Recent Email Address, Social Profile Handle Location Data - Dealership Visits, Length of Time Spent, Other Locations of Interest

© 2019 Concentrix Corp. All Rights Reserved. Confidential and Proprietary

Customer Segmen

A Lifecycle Example



CONCENTRIX

© 2019 Concentrix Corp. All Rights Reserved. Confidential and Proprietary

Different by Design*

Predictive Modeling

Predictive modeling gives our program a strategic advantage and provides a consumer roadmap for marketing ad spend.

The analytic driven approach not only increases ROI on marketing spend but provides a singular view on customer propensity for future engagement and loyalty.

PROPENSITY SALES

Model identifies the customers who are most likely to purchase a vehicle in the next 90 days. Scoring: 1-10

Update: Bi-weekly

PROPENSITY SUBSCRIBE Model identifies the customers

Model identifies customers who who are most likely to subscribe are most likely to demonstrate to a connected car feature or long-term loyalty for all servicing subscription.

Scoring: 1-10 Update: Bi-weekly their vehicle in the next 90 days. Scoring: 1-10 Update: Bi-weekly

PROPENSITY

LOYALTY

needs.

Scoring: 1 - 10

Update: Bi-weekly

PROPENSITY

SERVICE

Model identifies the customers

who are most likely to service



Model identifies the customers who are most likely to defect from the dealership.

> Scoring: 1-10 Update: Bi-weekly

PROPENSITY TIRES Model identifies servicing customers who are most likely to purchase tires in the next 90 days based on historical patterns and vehicle wear points. Scoring: 1-10 **Update:** Bi-weekly

CONCENTRIX

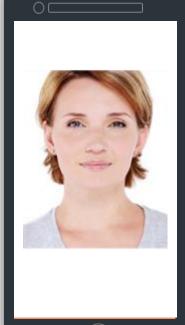
© 2019 Concentrix Corp. All Rights Reserved. Confidential and Proprietary

Different by **Design**

Customer Profiling Through Analytics

Personalized Experience







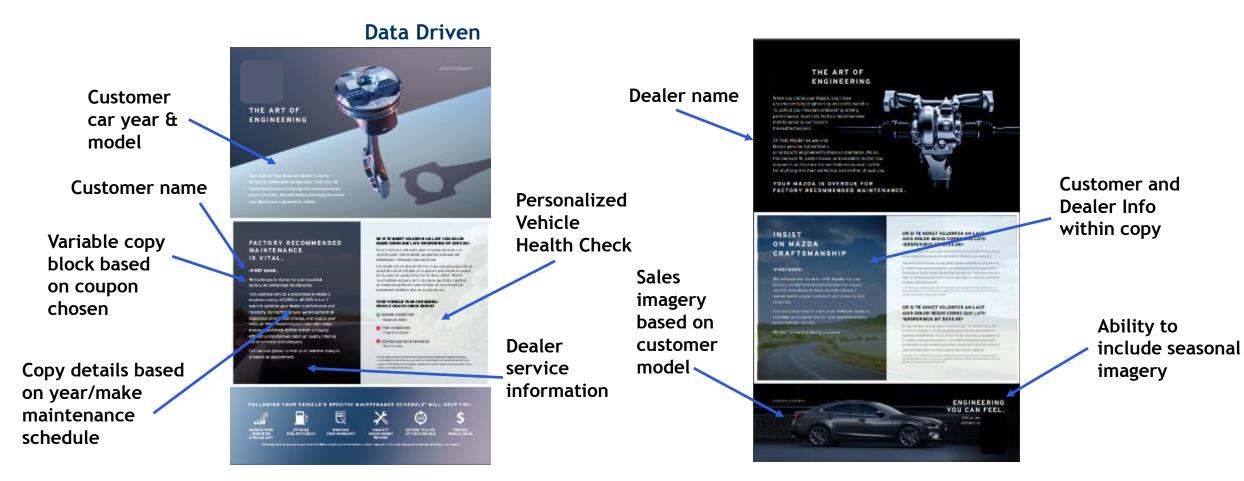
City Dealer 444 E. First Street www.citydealer.com Mon-Sat 8:00 AM - 7:00 PM

ANALYTICS

Service Score: 6 Defection Score: 7 Tire Score: 3 Loyalty Score: 5



Communication Personalization



Each communication is personalized based on the customer, dealer, vehicle, and season

Tier 3 Sales OnDemand

How it helps?

Our Sales OnDemand program provides dealerships with a tool from which they are able to specifically target their in-market customers.

Dealership funded campaigns (email, direct mail and digital) are deployed on a weekly basis. Dedicated and specialized program support is available 5 days a week to assist dealerships with their marketing efforts. Promote OEM Certified Campaigns

Integrated with Dealerships via SSO

Seamlessly Integrate Monthly Incentives

Dealership Funded Campaigns

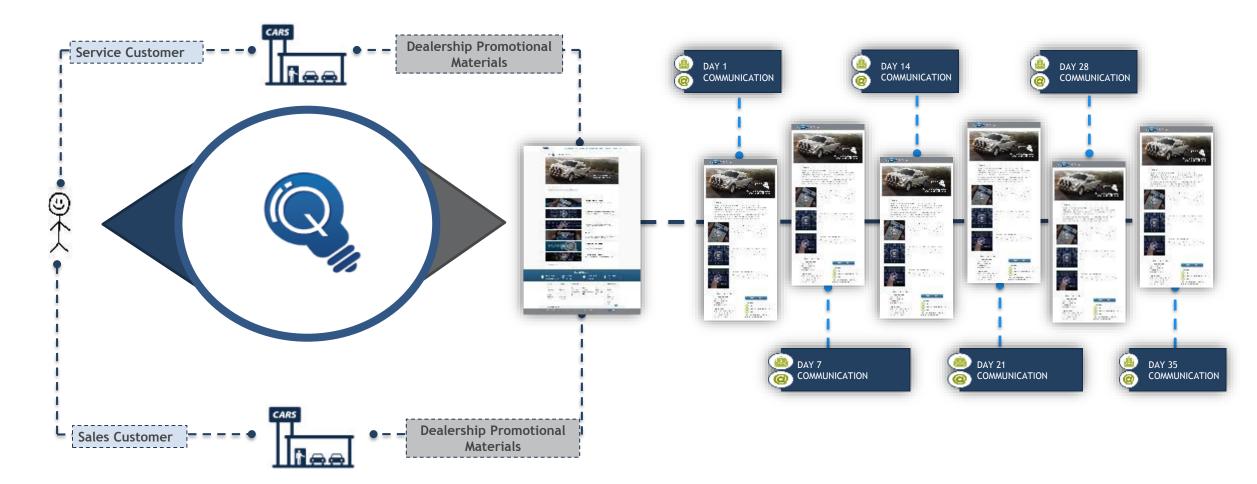
CONCENTRIX

© 2019 Concentrix Corp. All Rights Reserved. Confidential and Proprietary.

Ð

Different by Design

Owner Program Lifecycle



© 2099CloncementrixCopp. All Rightst Research contidential ential contidential ential entities of the second continues of the

Digital Studio

Concentrix is the premier Digital marketing platform to retain your existing customers, recapture your lapsed and conquest new customers.

© 2019 Concentrix Corp. All Rights Reserved. Confidential and Proprietary

Different by Design

CONCENTRIX

Digital Marketing - Our Specialty

Each campaign is designed and delivered to conquest your competition and ensure your loyal owners can find you.

- ✓ We create the partnerships so you don't have to!
- Designed for YOUR dealers and YOUR goals!
- ✓ Fully customized to YOUR dealership!
 - ✓ Website
 - ✓ Offers
- Designed specifically for YOU and YOUR goals!

Concentrix is the premier Digital marketing platform to **retain** your existing customers, **recapture** your lapsed and **conquest** new customers.



CONCENTRIX

© 2019 Concentrix Corp. All Rights Reserved. Confidential and Proprietary

Different by Design[®]

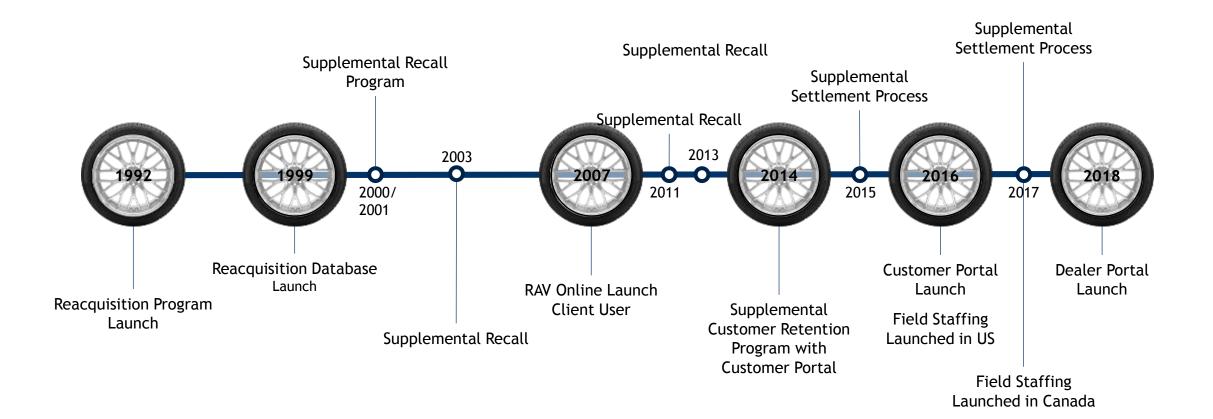
Recall & Buyback



© 2019 Concentrix Corp. All Rights Reserved. Confidential and Proprietary

Concentrix and Reacquisition

The 26 Year History of Reacquired Vehicles



CONCENTRIX

Recall Management Touchpoints

Pre & Post Recall Support

- Multi source databases
- Service marketing
- Supply chain management

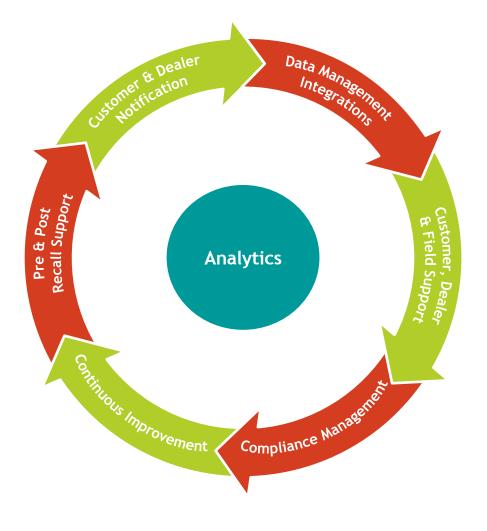
Customer & Dealer Notification

- Design, production and distribution for all communications
- Tailored to region, language, brand, and role
- Physical or digital
- Multi-channel per regulation and preference

Data Management Integrations

Enabling Technology

- Scalable
- Redundant
- Flexible
- Real time
- Plug & Play



Customer, Dealer & Field Support

Concentrix Recall Assistance Center

- Responsive, scalable staffing and capacity
- Automotive and brand expertise
- Multi channel self- and assisted-service
- Single point of escalation

Compliance Management

- Dedicated NHTSA SME
- Visual dashboards
- Notification, completion and repair validation
- Campaign, brand, vehicle, component, dealer, regional, national

Continuous Improvement

- Voice of the Process & Voice of the Customer
- Predictive & Prescriptive
- Drive increased customer & dealer satisfaction
- Higher completion rates

Vehicle Buyback Programs

Customer, DEM Journey Steps	Requests & receives Buyback Approval from OEM	Provides Requested Documentation and Receives Offer	Agrees to Offer & Surrenders Vehicle	OEM Repairs & Retitles Vehicle	OEM Sells Vehicle at Auction	OEM Retitles & Re-Warranties
Customer Pain Points	 May take multiple interactions Decision may take a long time 	 Cumbersome process may take longer than expected - Lack of communication Surprises (Required Docs, Offer, Etc 	 Multiple trips to the dealer Surprises Delays 	 May be asked to provide documents not captured or lost 		• Waiting for new title and/or warranty
OEM Challenges	 Gathering relevant information Coordinating multiple parties/ organizations for a decision 	 Gathering / tracking required docs Timely communications with customers and dealers moving process forward Complexity of state-by-state policies 	 Missing paperwork at dealer / delays Missing signatures OEM doesn't' t receive paperwork / delays 	 Multiple entities involved Lack of communication / information Delays in transportation, approvals, Etc. 	 Missing documents or information Transportation SNAFU's 	 Missing documents or information
Future Experience With Concentrix	 Valued Customers' issue is understood Decision is made as quickly as possible Customer and Dealer information is passed along OEM and Concentrix systems "talk" to each other for a seamless customer and dealer experience Customer feels valued 	 Easy & Fast Customer is informed about the process and timeline Communicates and provides documentation electronically via preferred channel The Knowledge System proactively informs CNX Analyst Customer, the Dealer and CNX Analyst are kept informed throughout the process through automated proactive notifications Customer understands how the offer will be calculated and can "model" options on the Portal 	 In Control Customer feels informed, in control, and accepts the offer CNX Analyst works with dealer and customer to ensure all required documentation is ready and available - No lost documents CNX Analyst assists the customer with scheduling the appointment with the dealer "Paperwork" is signed and handled electronically Dealer uploads docs electronically 	informs work steps	 Smooth Auction System ensures timely delivery of repaired vehicle to auction Electronic documentation and workflow ensures all required documentation arrives in a timely manner Electronic capture of auction executed documents and system business rules facilitate timely processing of "paper-work" and payments Faster turnaround for resale & Reduced delays 	 Efficient Resale Dealer electronically uploads resale documents in Dealer Portal which triggers notification to CNX Analyst CNX Analyst docs, activated warranty, and initiates FedExing title to dealer via the system New owner receives warranty and title quickly

Concentrix Connected Car

Concentrix connected solutions delivers a market leading connected solution that provides a seamless and flexile customer experience. The perfect partner for future growth.





© 2019 Concentrix Corp. All Rights Reserved. Confidential and Proprietary.

Connected Car Support

3rd Party Integration

- Platform Integration
- Data Integration
- Contract Management
- Product partner management
- Channel partner management
- Customer engagement integration

Data & Analytics

- Data Management
- Data Cleansing and Augmentation
- Visualization and Reporting
- Insights & Consultation
- Cognitive Analytics
- Cross-party Monetization

Concentrix Role

Provide

Deploy / Manage

Device

- Embedded Hardware
- Cellular Connectivity
- In Dash Systems
- Content Providers



Operational Processes

- Process Design
- Product Management
- Provisioning
- Contact Center Operations
- Dealership Education
- Catalog Management
- Reporting
- Finance & Accounting

Customer Engagement Channels & Technology

- App
- Web
- Wearables
- CRM
- Marketing / Campaign Platform
- Subscription Management
- Privacy Management/ Compliance

Customer Engagement Processes

- Technology Strategy
- Identity Management
- Emergency and Roadside
- Customer Care & Technical Support
- Concierge
- Subscription Marketing and Customer Education

© 2019 Concentrix Corp. All Rights Reserved. Confidential and Proprietary.

Automotive Experience

Auton	CONCENTRA Dotive Solutions	Connected Car	US OEM - Telematics 17 years -Customer care and concierge -Emergency support -Subscription support (retention/loyalty) -Welcome calls -Prospecting and sales -2,500+ FTEs	Korean OEM - Telematics 10 years -Subscription marketing -Billing and revenue management -128 FTE	Luxury Korean OEM - Telematics 3 years -Subscription marketing -Billing and revenue management -15 FTE	Japanese OEM - Telematics 1 year -Customer care and concierge -Emergency support -Subscription support (retention/loyalty) -Welcome calls -Prospecting and sales -150+ FTEs
3>	re solutions		Customer Support	European OEM 17 years -Customer assistance -Technical assistance -200+ FTEs	US OEM 15 years -Customer assistance -Technical assistance -Marketing assistance -Dealers assistance -1,000+ FTE	German OEM 10 years -Customer concierge -Dealer support -850 FTE
ored		Japanese OEM 5 years -Customer assistance -Dealer support -175+ FTEs	Japanese OEM 4 years -Prospect generation -150+ FTEs	Luxury German OEM 3 years -Dealer programs -50 FTEs	US OEM - Telematics 2 years -Customer Care	US OEM 37 years -Customer level 1 and 2 support -Customer assistance -Telematics support -Dealership assistance -2,000+ FTEs
	Japanese OEM 15 years	Japanese OEM 15 years	Japanese OEM 18 years	Korean OEM 10 years	Korean OEM 10 years	Luxury German OEM 1 year
eting cions	 Lifecycle marketing 20 FTEs 	-Lifecycle marketing -20 FTEs	-Lifecycle and sales marketing -70+ FTEs	-Dealer marketing programs -Technical assistance -18 FTEs	-Dealer marketing programs -Technical assistance -18 FTEs	-Recall contact center and marketing -10 FTEs

CONCENTRIX

Marketing

Solutions

37 years of automotive leadership and experience

© 2019 Concentrix Corp. All Rights Reserved. Confidential and Proprietary

Different by Design



