

An aerial night photograph of a complex multi-level highway interchange. The roads are illuminated with warm yellow and orange lights, creating a dense network of light trails. The structure is composed of numerous curved ramps and overpasses that crisscross in various directions, creating a sense of dynamic movement and complexity. The overall scene is a vibrant display of modern infrastructure at night.

Concentrix Automotive Solutions

37 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

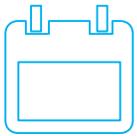


CHANNELS SUPPORTED



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.



Service
Reminder



OnDemand



Sales Marketing



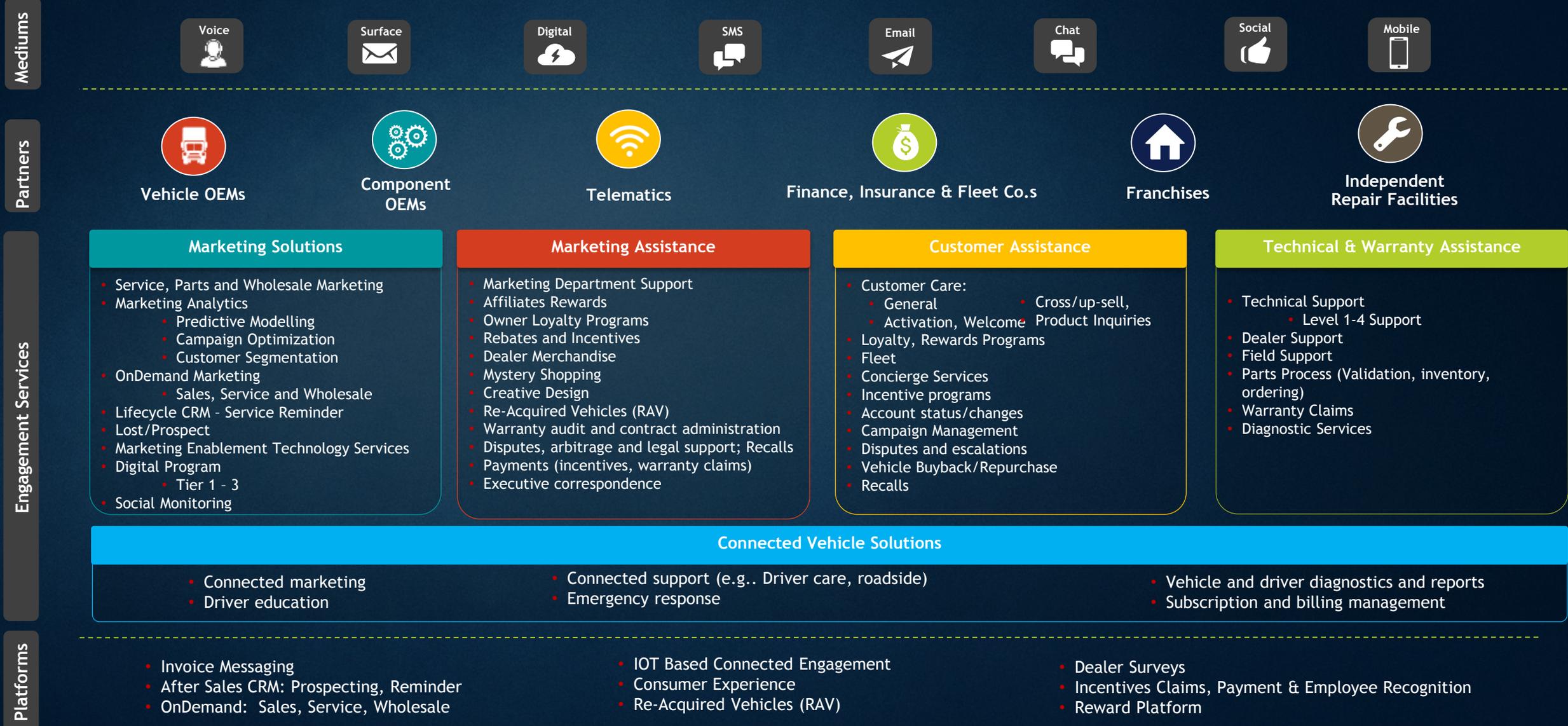
Wholesale
Marketing



Connected Car



End-to-End Automotive Customer Engagement Capabilities



Marketing Solutions Process

Data Inputs

Concentrix Marketing Engine

Consumer Outputs



All data integrated into the marketing engine improves the intelligence and overall effectiveness of the marketing outputs.

The Concentrix Marketing Engine utilizes advance data analytics to define, refine and enhance the available data. From there the logic based campaign management triggers campaigns as determined by the sophisticated logic engine.

The outputted campaigns utilize all available data to ensure campaigns are uniquely positioned and targeted to each unique customer. Campaigns are designed to limit client spend and deliver ROI.



Marketing Solutions Process



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



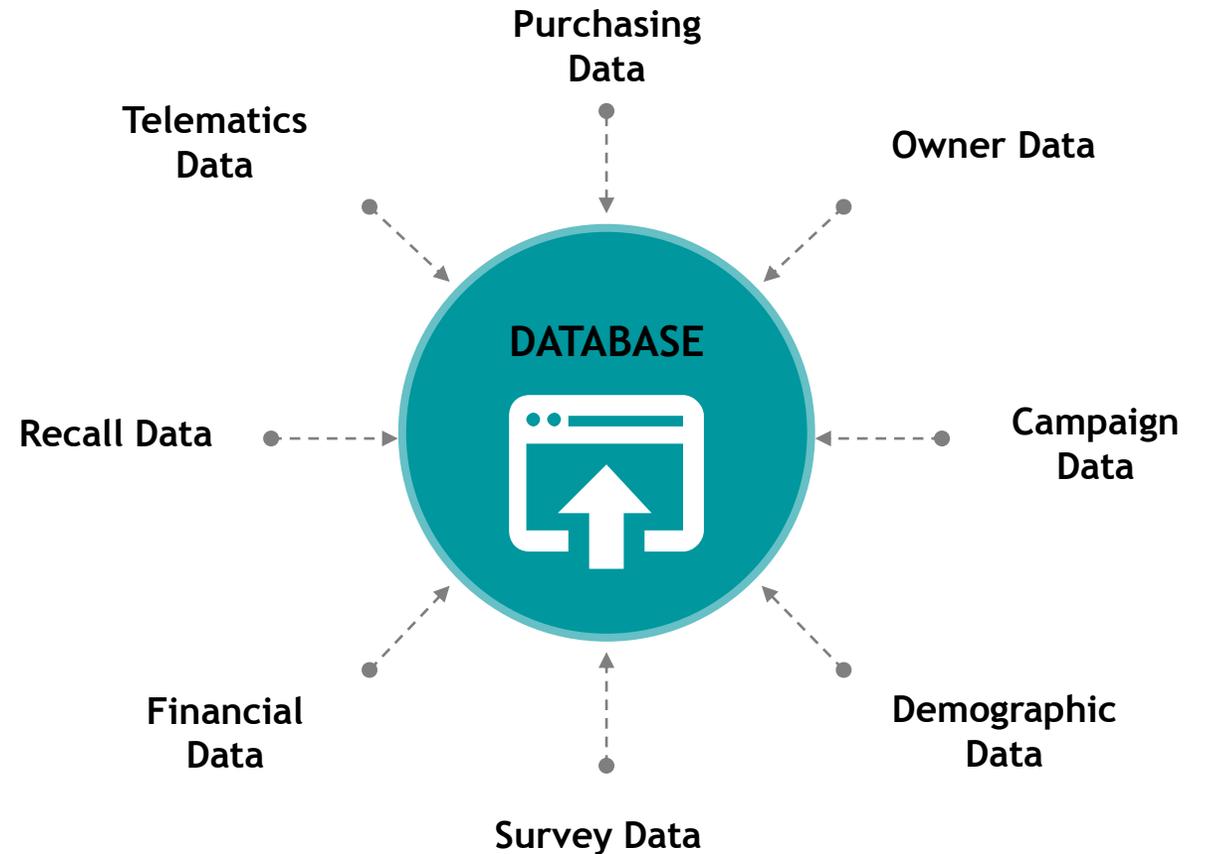
Campaign Optimization



Data Integration

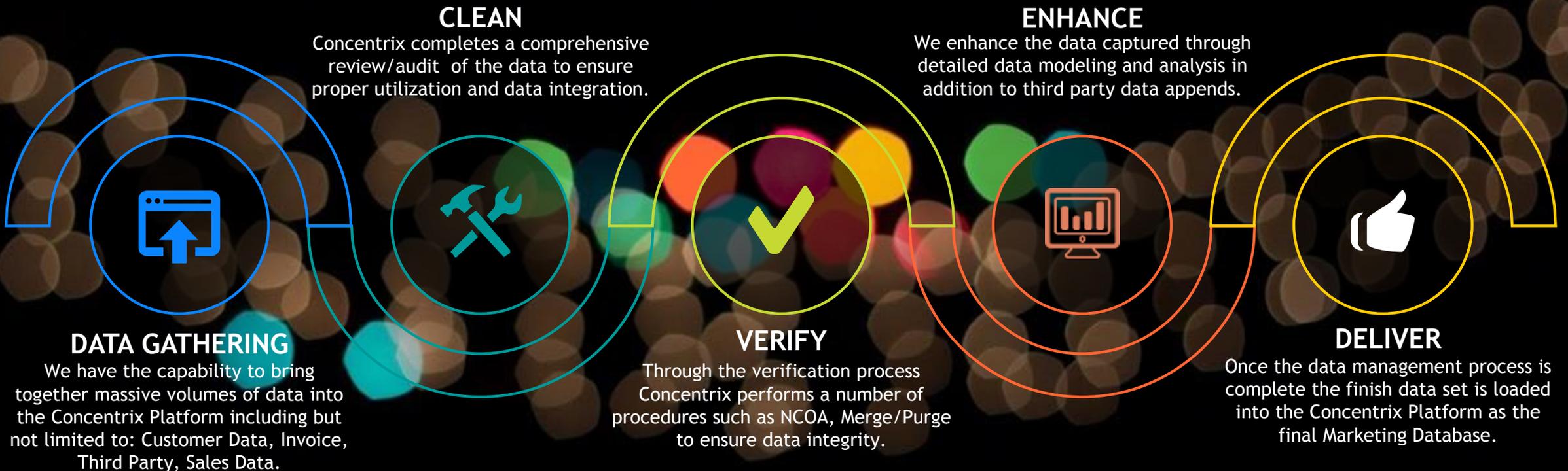
Data Drives Our Marketing

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



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



Customer Segmentation

A Lifecycle Example



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.



Model identifies the customers who are most likely to purchase a vehicle in the next 90 days.

Scoring: 1- 10
Update: Bi-weekly



Model identifies the customers who are most likely to service their vehicle in the next 90 days.

Scoring: 1- 10
Update: Bi-weekly



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

Scoring: 1- 10
Update: Bi-weekly



Model identifies the customers who are most likely to subscribe to a connected car feature or subscription.

Scoring: 1- 10
Update: Bi-weekly



Model identifies customers who are most likely to demonstrate long-term loyalty for all servicing needs.

Scoring: 1 - 10
Update: Bi-weekly



Model identifies servicing customers who are most likely to purchase tires in the next 90 days based on historical patterns and vehicle wear points.

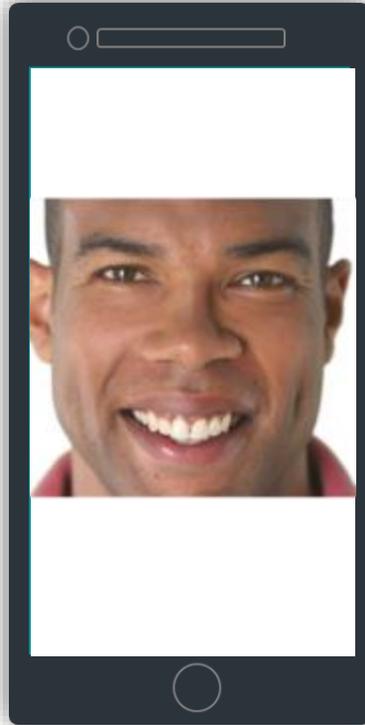
Scoring: 1- 10
Update: Bi-weekly

Customer Profiling Through Analytics

Personalized Experience


CUSTOMER
123 Main Street
1555 555556
[johndoe@gmail.com](mailto: johndoe@gmail.com)
Active Customer
Millennial

VEHICLE
2015
Coupe - Sport Package
Last Service: May 2017
Last Tire Purchase: Nov 2015

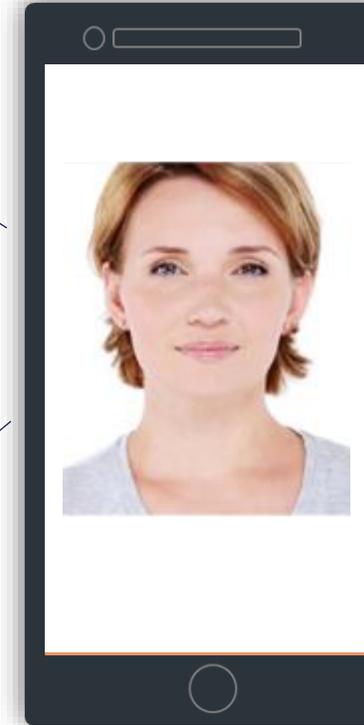

SERVICE DEALER
Dealer of Main
555 W. North Street
www.dealerofmain.com
Mon-Sat 7:00 AM - 7:00 PM

ANALYTICS
Service Score: 8
Defection Score: 3
Tire Score: 7
Loyalty Score: 8



CUSTOMER
123 Main Street
1555 555554
[janedoe@gmail.com](mailto: janedoe@gmail.com)
Active At Risk Customer
GenX

VEHICLE
2010
Sedan
Last Service: Nov 2016
Last Tire Purchase: Aug 2016

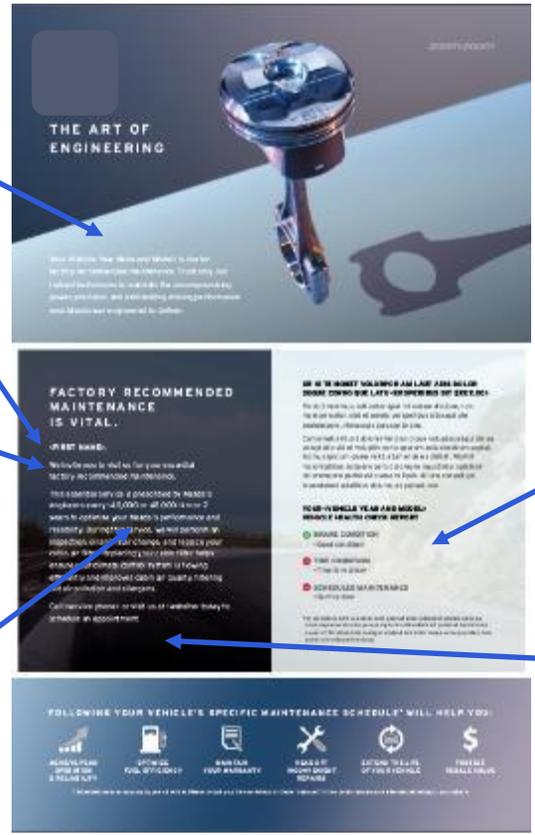




SERVICE DEALER
City Dealer
444 E. First Street
www.citydealer.com
Mon-Sat 8:00 AM - 7:00 PM

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


Communication Personalization

Data Driven



Customer car year & model

Customer name

Variable copy block based on coupon chosen

Copy details based on year/make maintenance schedule

Dealer name

Personalized Vehicle Health Check

Dealer service information

Sales imagery based on customer model



Customer and Dealer Info within copy

Ability to include seasonal imagery

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



Owner Program Lifecycle





Digital Studio

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

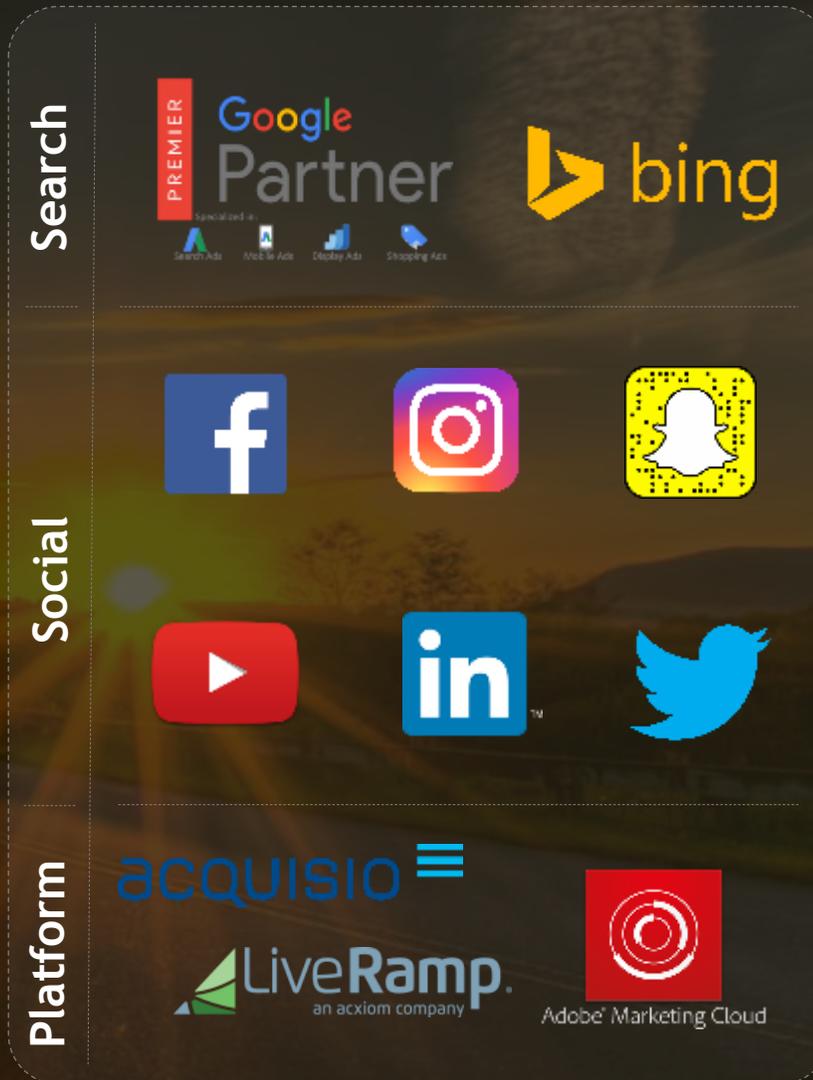


Digital Marketing - Our Specialty

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.



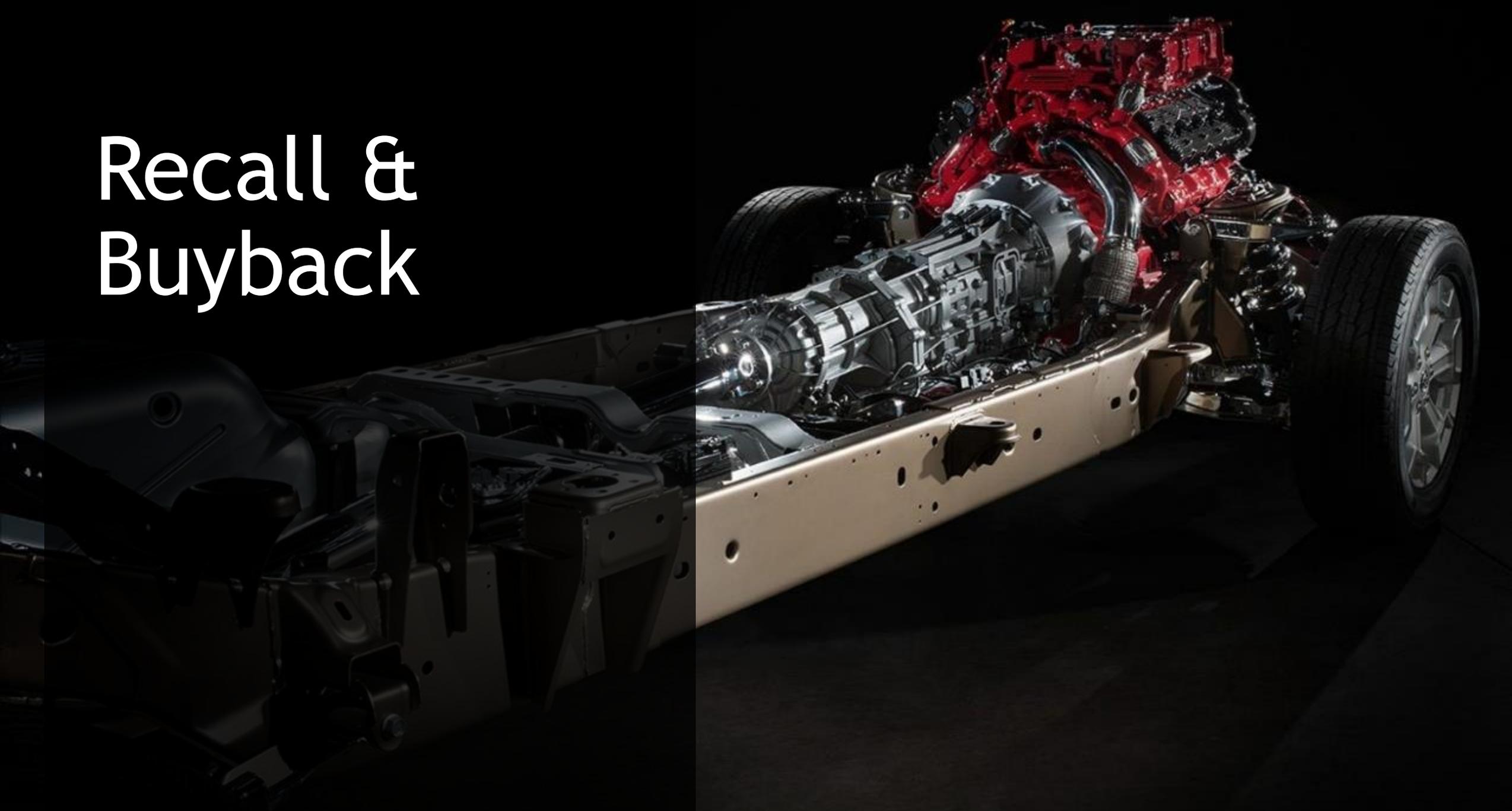
3,500
Dealership related programs in North America!

36
Years of experience in Automotive After Sales Marketing

Dedicated Automotive Marketing Consultant to facilitate and drive your success!

6
For the past 6 years, we have pioneered the After Sales digital marketing!

Recall & Buyback



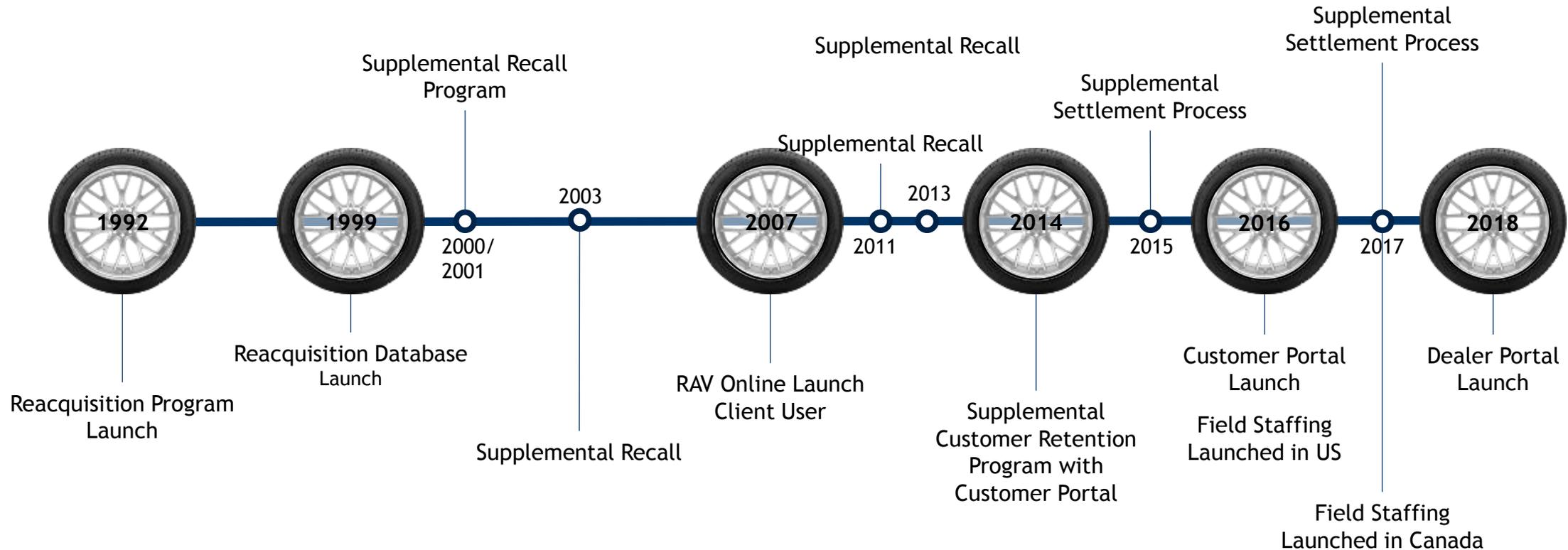
CONCENTRIX™

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Different by Design™

Concentrix and Reacquisition

The 26 Year History of Reacquired Vehicles



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

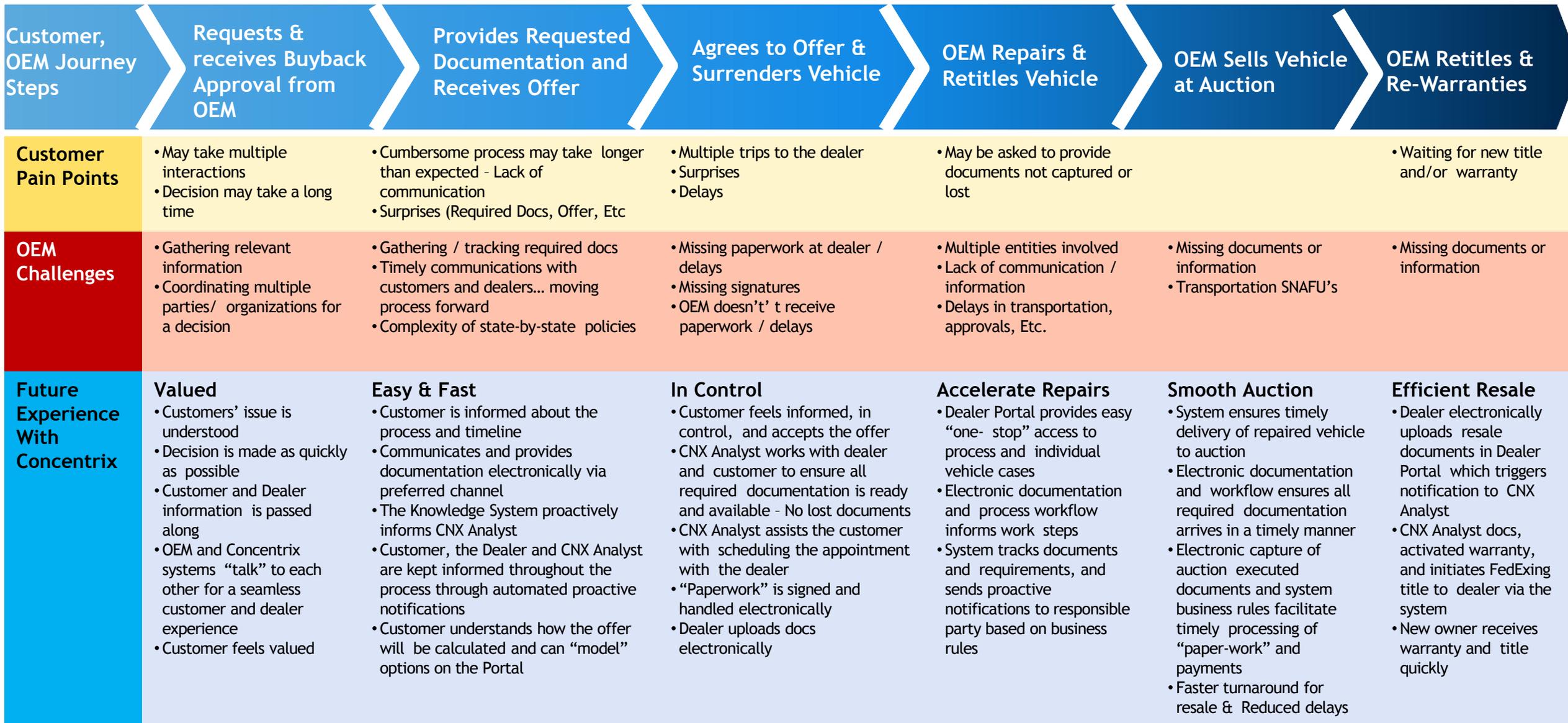
Compliance Management

- 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



Concentrix Connected Car

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



Connected Car Support

3rd Party Integration

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

Device

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

Customer Engagement Channels & Technology

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



Data & Analytics

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

Operational Processes

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

Customer Engagement Processes

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

Concentrix Role

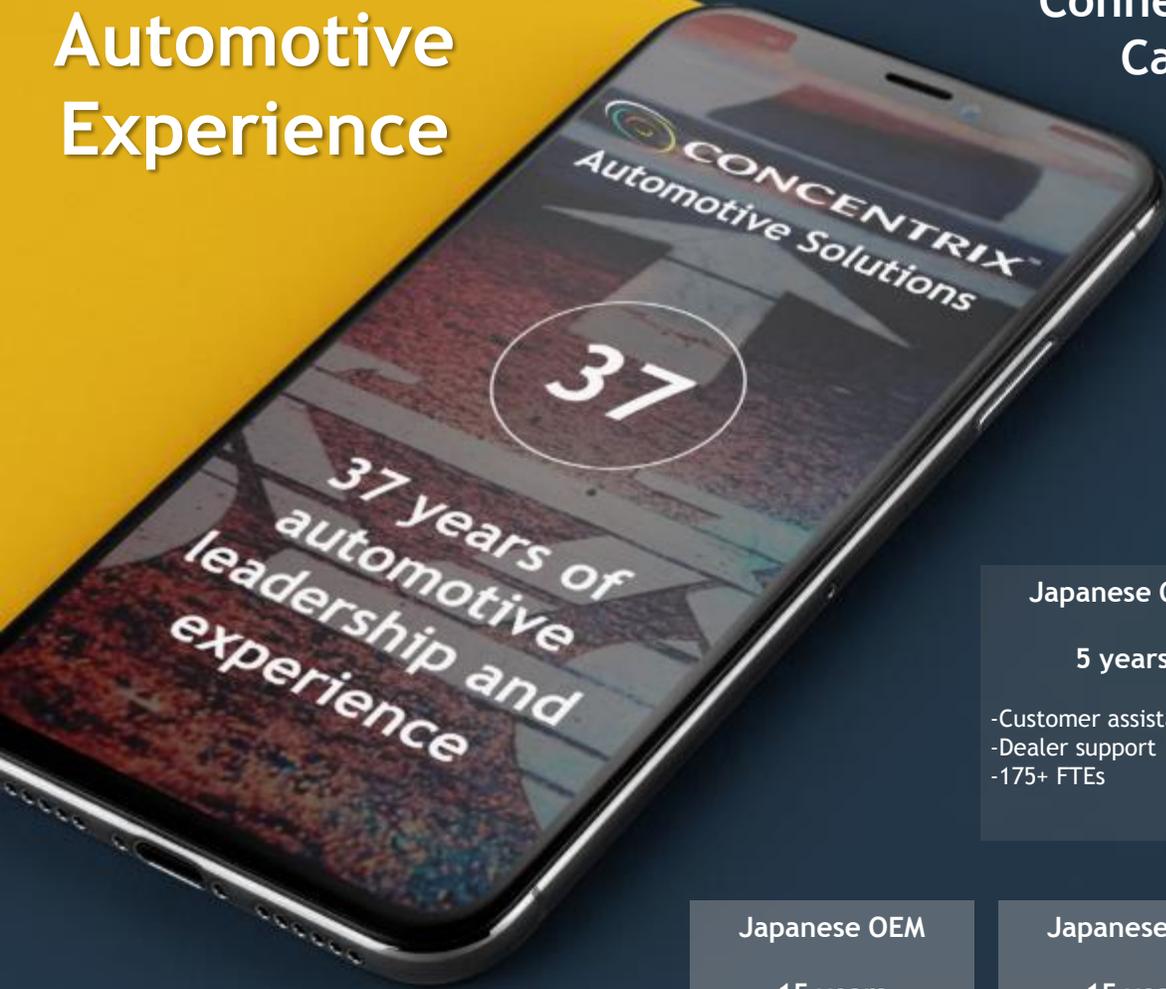


Provide



Deploy / Manage

Automotive Experience



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

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

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

Marketing Solutions

Japanese OEM

15 years

- Lifecycle marketing
- 20 FTEs

Japanese OEM

15 years

- Lifecycle marketing
- 20 FTEs

Japanese OEM

18 years

- Lifecycle and sales marketing
- 70+ FTEs

Korean OEM

10 years

- Dealer marketing programs
- Technical assistance
- 18 FTEs

Korean OEM

10 years

- Dealer marketing programs
- Technical assistance
- 18 FTEs

Luxury German OEM
1 year

- Recall contact center and marketing
- 10 FTEs

DO SOMETHING GREAT

