



Build the Data Framework for Success in Today's Automotive Industry

Put yourself in the driver's seat in the ever-evolving AI fast lane.



ELECTRA Automotive Console Home Parker Household |... x

Contact
Priya Parker San Francisco, CA
+ Follow Edit New Record Alert New Case

Overview Unified Profile Financing Household

Alerts (2)

- High voltage battery requires service
- Tire tread showing excess wear

Life Events Recents first All Years New Events

Drivers License I. Graduated from U... 3rd Vehicle Purc... Move to New Ad... 10 Year Annivers...

Recommendations Einstein

Next Best Action

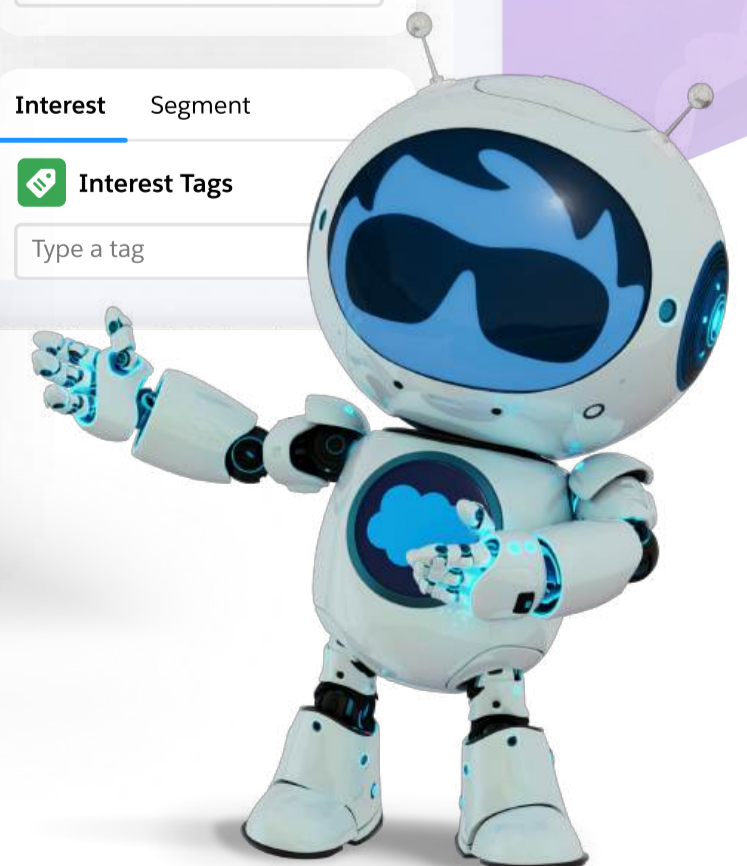
- REDEEM LOYALTY POINTS (Redeem Ignore)
- SCHEDULE MAINTENANCE (Schedule Ignore)

Interest Segment

Interest Tags Type a tag

NeoX1

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Welcome to the new world of the automotive industry.

The automotive industry is moving into a new age, fueled by an unparalleled surge of data from connected vehicles. This evolution of connected services is reshaping traditional business models and customer experiences.



By 2030, an estimated 95% of vehicles sold globally will be connected cars.

[Unlocking the full life-cycle value from connected-car data, McKinsey](#)

This transition poses significant challenges for original equipment manufacturers (OEMs), who now face the task of managing always-on updates for these software-defined vehicles. The growing demand from consumers for updates and enhancements strains operational capabilities, requiring innovative solutions to keep pace with technological developments.

OEMs can use this data to create personalized services and subscriptions tailored to individual driver preferences and behaviors. This shift allows for a more dynamic and interactive relationship with customers, offering them value-added services that enhance their driving experience.

Navigating the complexities of handling and analyzing vast amounts of data to deliver personalized offerings effectively is a challenge. But with this challenge comes an opportunity: using your data to take advantage of the latest artificial intelligence (AI) technologies to succeed in this new world of the automotive industry.

In this article, we'll explore how your entire organization can benefit from a unified platform that integrates customer and vehicle data and enables advanced AI tools like agents.



It's time to act on your automotive data with AI.

Data integration and utilization are no longer optional – they are the keys to thriving in the modern automotive landscape.

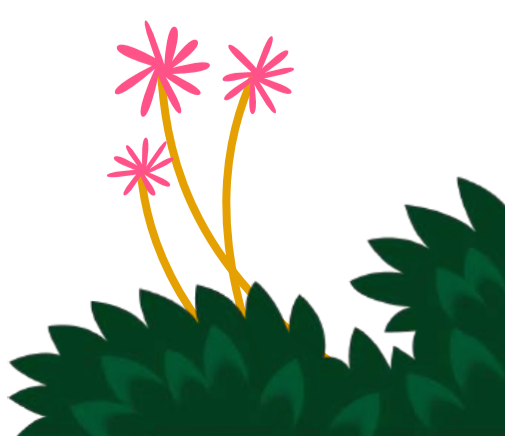
To be successful in the new world of the automotive industry and take advantage of the benefits of AI, you need to adopt a unified approach to data management. This means breaking down silos and ensuring that data flows seamlessly across different departments and systems. A [platform built specifically for the automotive industry](#) that unites driver and vehicle information in one place is an ideal option for this approach.

With a platform that integrates all your data, you can take advantage of the latest wave of AI – [agents](#). Agents are proactive, autonomous AI applications that provide specialized, always-on support to employees or customers. You can equip agents with any necessary business knowledge to execute tasks according to its specific role.

Now you can turn your customer and automotive data into actions that agents can take on your behalf. For example, AI agents can:

- Help sales by providing personalized recommendations.
- Enhance service through predictive maintenance.
- Improve marketing with targeted interactions.
- Simplify captive finance operations with automations.
- Deliver seamless in-vehicle commerce experiences.

Implementing these solutions isn't just about technological advancement – it's about driving business success. Now, let's see how using your data effectively can benefit your entire organization by opening new revenue streams, improving operational efficiency, and enhancing customer satisfaction.



Take a look into the automotive experience of the future.

The integration of data and AI agents is pivotal in changing various aspects of automotive businesses. This transformation spans across sales, service, marketing, finance, and commerce, offering significant improvements in efficiency, customer experience, and revenue generation.



Sales teams: Drive more revenue faster

The car-buying process can be daunting for customers. According to Salesforce research, over 1 in 4 American consumers have delayed or outright cancelled purchasing a car due to distrust, intimidation, uncertainty, or confusion. In fact, 55% said they'd use an AI agent if it meant never having to haggle over price again.



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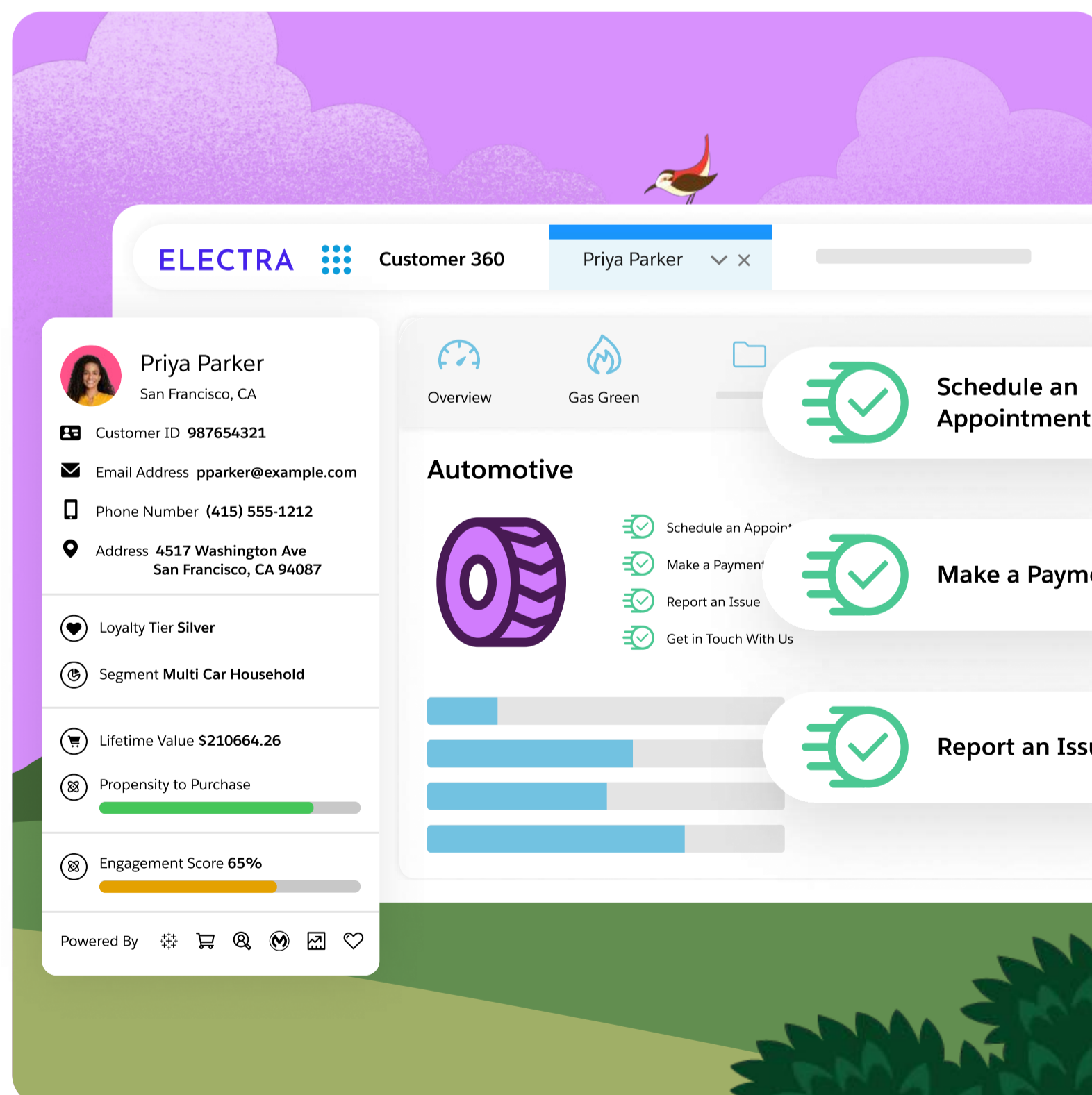
[Salesforce, "Automotive Sector Snapshot: AI Agents," Feb 2025.](#)

AI can streamline processes and reduce the time spent on non-selling tasks, allowing representatives to focus on converting leads and closing sales more effectively. Enhanced insights and analytics provided by AI can also improve sales strategies, enabling teams to make data-driven, personalized recommendations that boost performance and customer satisfaction.



Here are some ways AI agents can help automotive sales teams be more productive by handling routine tasks and providing intelligent support:

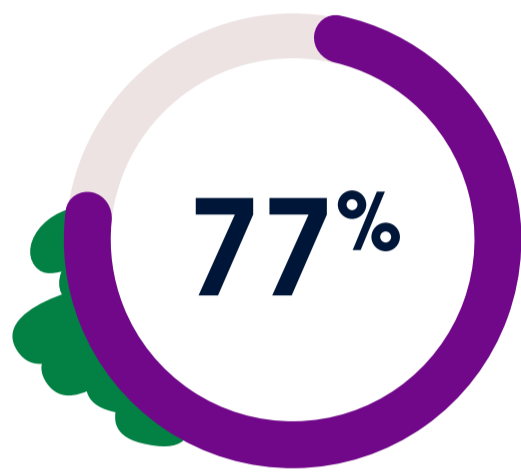
- **Personalized Outreach:** Draft and send personalized emails to potential customers within predefined guardrails, using data from your customer relationship management (CRM) tool and external sources to tailor the outreach.
- **Lead Management:** Analyze and prioritize leads based on their potential value and readiness to buy, and take action based on priority level or propensity to purchase.
- **Real-Time Support:** Offer real-time feedback and suggestions during live interactions to help representatives handle concerns and sell vehicles or services more successfully.





Service teams: Increase customer loyalty through outstanding service experiences

Creating seamless and consistent service experiences is paramount, but it often misses the mark. Our research shows that 77% of Americans are interested in an AI agent validating the accuracy of repairs or services recommended by a service provider.



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[Salesforce, "Automotive Sector Snapshot: AI Agents," Feb 2025.](#)

Unified data on a platform that enables AI can help service teams support customers more effectively. By offering maintenance suggestions and quickly addressing customer needs, AI-driven service solutions increase loyalty and enhance the overall customer journey. This proactive approach can improve customer retention and foster a positive brand image, setting a new standard for customer service in the automotive industry.

AI agents can significantly impact the daily operations of automotive service teams in several ways:

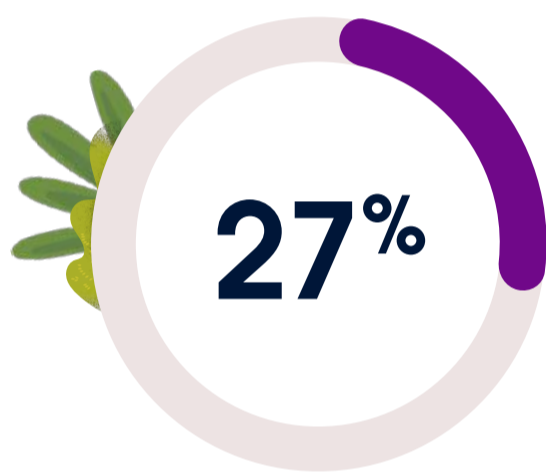
- **Handle Service Issues:** Create work orders and service quotes based on vehicle data and historical service information.
- **Customer Inquiries:** Handle customer inquiries, schedule service appointments, and provide real-time updates on vehicle status and service availability.
- **Assist Service Representatives:** Offer instant feedback and guidance during customer interactions, helping service representatives resolve issues more effectively and build stronger relationships.
- **Digital Concierge:** Act as a digital concierge that provides AI-powered personal assistance to drivers, ensuring that service teams can focus on more complex and value-added tasks while agents handle routine or repetitive requests.



Marketing teams: Create personalized experiences for drivers at every touchpoint

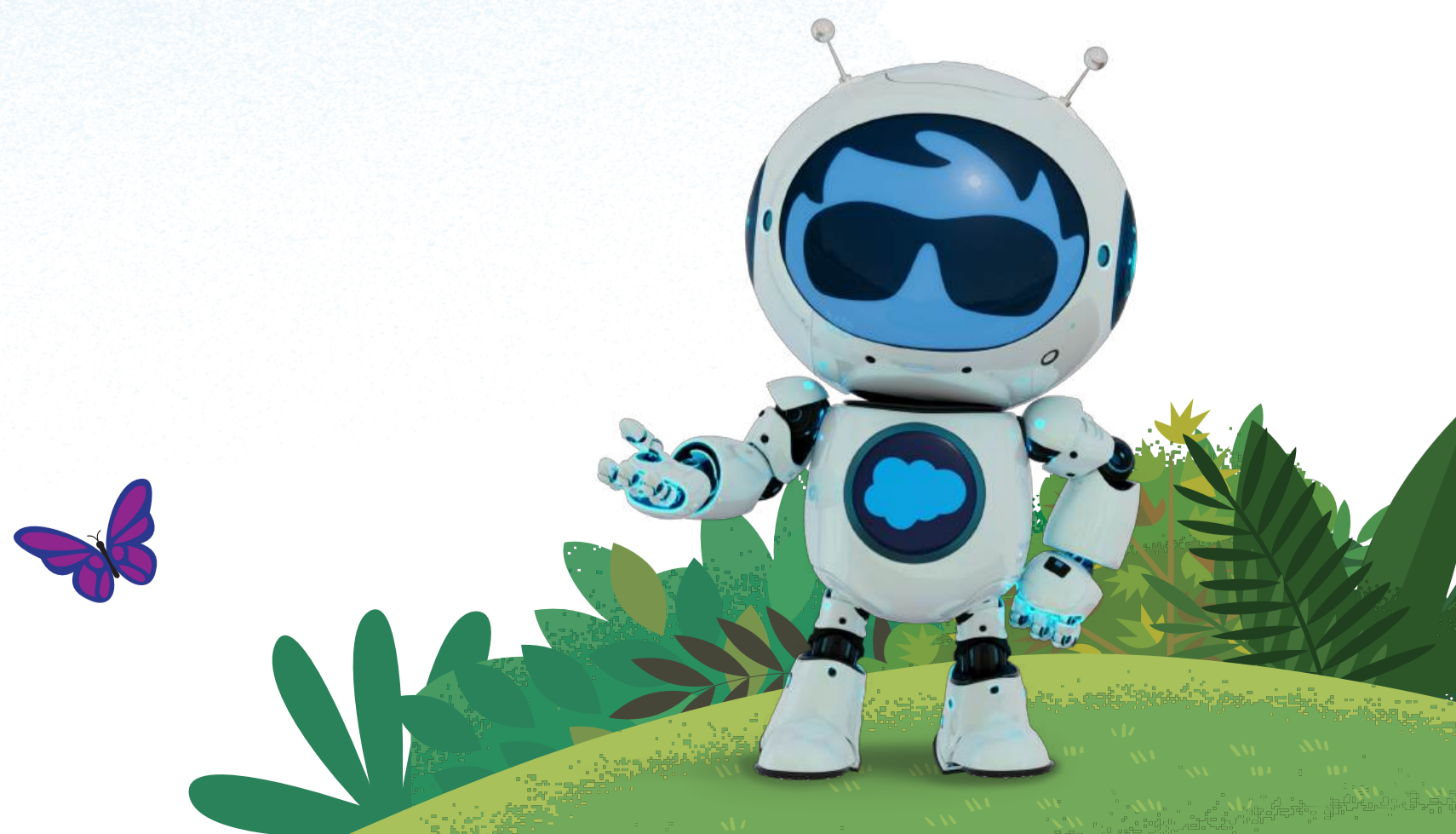
Unified data can fuel targeted campaigns and customer engagement, enabling marketers to create tailored communications across preferred channels like SMS, email, or even the vehicle's interface.

AI can analyze customer data to identify trends and preferences, allowing for the creation of highly personalized marketing strategies that resonate with individual customers. These targeted campaigns can help guide the 27% of consumers who said they delayed or canceled buying or leasing a car because they had difficulty choosing the right vehicle, according to Salesforce research.



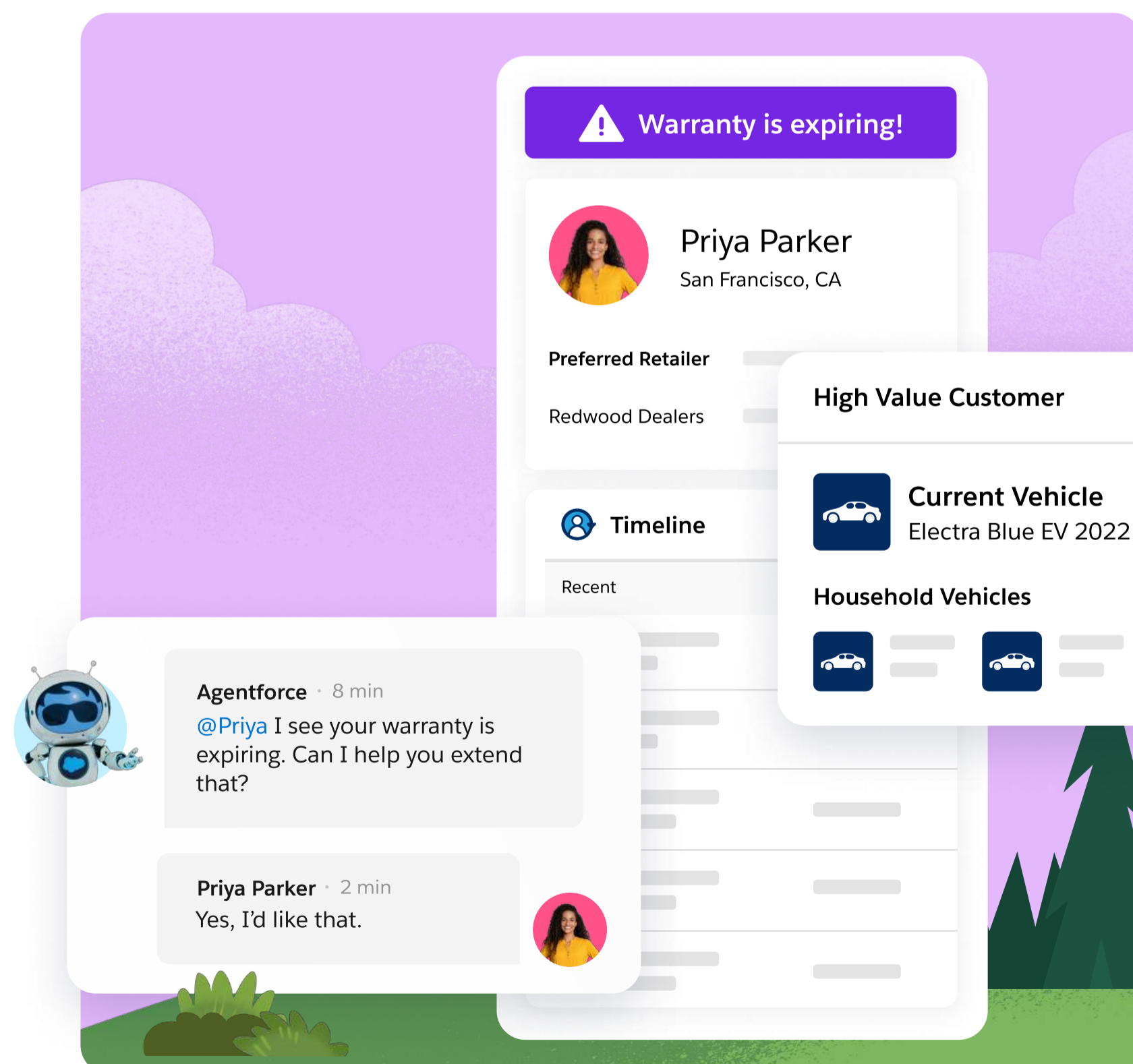
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AI agents can help empower automotive teams through:

- **Campaign Analysis and Optimization:** Use AI to analyze marketing campaigns in real-time, providing insights and recommendations to optimize performance. This includes identifying the most effective channels, messages, and timing based on a driver or vehicle's historical data and current market trends.
- **Marketing Automation:** Automate the creation and execution of marketing campaigns, using AI to generate, personalize, and optimize content based on service needs, business goals, and past campaign data.
- **Personalized Marketing:** Generate and personalize marketing content, such as emails and social media posts, tailored to individual customer preferences and behaviors with AI agents. This ensures that marketing efforts are more relevant and engaging, leading to higher conversion rates.



Captive finance teams: Manage the customer journey from loan approval to lease end

Captive finance teams can use AI to manage the customer journey from loan approval to lease end, driving more customer loyalty and lifetime value. In fact, Salesforce research shows 60% of consumers said they're open to an AI agent suggesting the best financing options for purchasing a vehicle.



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[Salesforce, "Automotive Sector Snapshot: AI Agents," Feb 2025.](#)

AI can optimize processes such as lending and collections, streamlining workflows and reducing errors. With AI-driven insights, finance teams can close loans faster, simplify application processes, and improve customer satisfaction.

Here are some examples of the tasks AI agents can do for your captive finance team:

- **Loan Application Management:** Automatically verify customer data, check credit scores, and generate initial approval responses, speeding up the application process and reducing errors.
- **Financial Record Keeping:** Create and securely maintain detailed financial records, log activities, and ensure compliance and regulatory requirements.
- **Customer Service:** Engage with customers to answer common financial questions, provide updates on loan statuses, and assist with payment scheduling.
- **Marketing Automation:** Automate the full campaign lifecycle, using AI to analyze, generate, personalize, and optimize marketing campaigns aimed at promoting financial products or services, leading to better customer engagement and higher conversion rates.

Commerce teams: Enhance the customer journey with personalized purchasing experiences

Automotive commerce teams seek opportunities to integrate digital commerce into every aspect of the customer journey, from in-vehicle purchases to personalized online shopping experiences. By connecting commerce experiences to driver, vehicle, and retail information on a single platform, you can achieve business goals faster and unlock new revenue streams.

The use of in-vehicle AI agents creates new opportunities for vehicle manufacturers. Our research shows that 70% of Americans said they're interested in AI agents that can clearly explain car mechanics and features, which can lead to the purchase of more features, maximizing the lifetime value of customers.



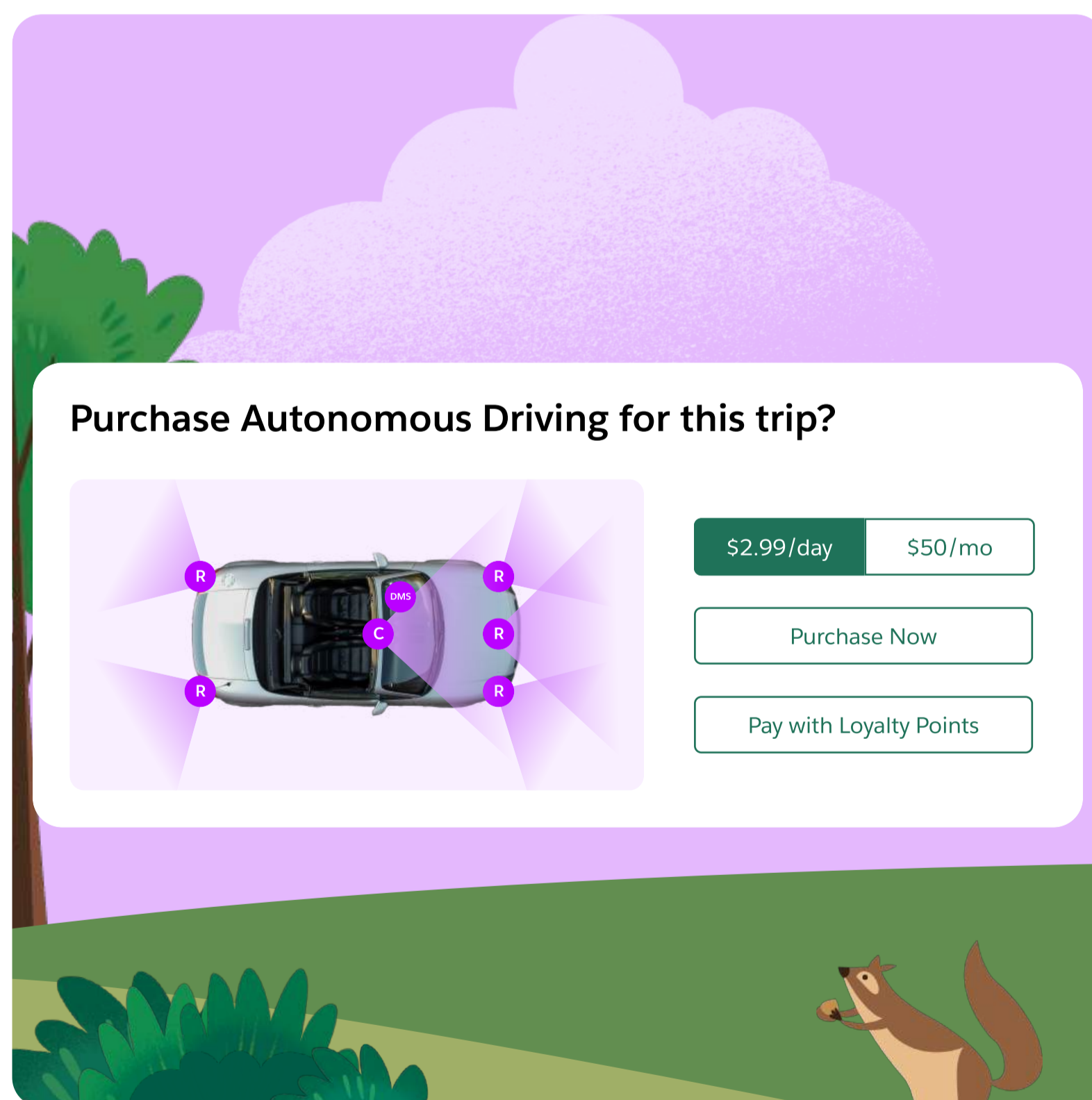
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AI agents can complement your commerce or digital services teams by supporting actions like:

- **In-Vehicle Purchases:** Natively connect your driver, vehicle, and retail information to enable guided experiences and product recommendations, like creating backseat profiles for gaming or paying for a service directly from the vehicle console.
- **Personalized Shopping:** Elevate online vehicle research and shopping with conversational AI and first-party data, mirroring the best in-store interactions across all digital channels, and providing a personalized shopping experience at scale.
- **Post-Purchase Offers:** Automatically send text reminders to the customer with tailored offers for new products or services, driving continuous engagement with the customer.



Start building the foundation for Agentforce for Automotive.

Centralizing customer and vehicle data is paramount to gaining a comprehensive view of each customer, enabling personalized experiences and streamlined operations.

The [Salesforce Platform](#), including [Agentforce for Automotive](#), facilitates rapid innovation by supporting a wide range of use cases and channels. Whether it's managing always-on vehicle updates, offering personalized subscription services, or enhancing the digital retail experience, a single platform that enables AI agents provides the flexibility and scalability needed to adapt to new market demands.

Watch the [Salesforce Automotive Cloud demo](#) to see these capabilities in action.





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