



# Connected Vehicle: Deliver Next-Generation Automotive Experiences Now

See how data and AI can speed time to market, boost revenue, and improve driving experiences.



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## Your automotive future starts now.

What if you could access driver, vehicle, and emerging vehicle service needs at the click of a button before a customer ever visits a dealer, service center, or other intermediary? What if you could use this data to generate revenue through immersive driver experiences that also make drivers more loyal for longer periods of time? What if you could own the driver experience from the original buyer to the current owner of a vehicle, creating real-time, personalized, in-vehicle interactions? And, what if you could bypass the typical years long effort it usually takes to develop and deploy new features and technologies, and do this all now?

Innovations in hardware connectivity, individual connectivity, and preference-based personalization are making it possible for OEMs to deliver real-time diagnostics, personal device integration, and new vehicle features in an instant. This may sound futuristic, but with the right technological solutions, it's possible to deliver these experiences right now.

Today's vehicles are increasingly intelligent, responsive, and connected. Automotive manufacturers leading in this space are already providing these experiences, and forecasts indicate [that by the end of the decade, 95% of new vehicles sold worldwide will be connected](#). This has opened a Pandora's box of customer expectations – expectations that the automotive industry must now meet.

### Industry challenges create pressure for OEMs.

As OEMs, you're under more pressure than anyone else. Stakeholders across the automotive ecosystem may have to adjust to changes in innovation and expectations, but you are tasked with building and delivering the cars and features today's drivers want. What's more, people want these features now. You no longer have the luxury of a long-term timeline – you need the ability to start delivering connected vehicle experiences today.

The truth is there is already an abundance of connected vehicles on the market, including all new electric vehicles (EVs). These vehicles come with the promise of connected features, subscriptions, and services, and a massive amount of data, all of which you can access in real time. Now, you just need to figure out how to activate it. When utilized properly, this data can help OEMs improve customer experiences, deliver new driver experiences, increase loyalty, and create new revenue streams. But, this is easier said than done, adding pressure to an industry already rife with complexity.

Innovation and expansion across the automotive ecosystem alongside the proliferation of new stakeholders has resulted in more data coming from more sources than ever before. New entrants like battery manufacturers, technology companies, telecommunications companies, EV charging infrastructure providers, and more hold key pieces of data. This creates a more fragmented ecosystem in which very few stakeholders have a complete view of customer and driver data, evidenced by the fact that [only 46% of automotive companies report having comprehensive data](#).



For OEMs who aren't currently guaranteed access to any of this data, and for whom the end customer is becoming an even bigger mystery due to myriad retail and service channels, the ability to directly access vehicle data presents a huge opportunity.

**“ While new stakeholders entering the market bring new innovations, it also creates a data sharing challenge that results in a disjointed customer experience. But, making all this data accessible through a single source of truth — keeping privacy and trust in mind — solves this so they can truly know their customers and delight them at every touchpoint.”**

**VICKI POPONI**

AUTOMOTIVE INDUSTRY VICE PRESIDENT & ADVISOR  
AT SALESFORCE



### **Connected vehicles change the paradigm.**

Connecting to the car via telematics enables you to access vehicle data in real time. When combined with customer relationship management (CRM) data, this can provide a 360-degree view that goes beyond telematic data, giving you a clearer picture of important driver, household, service, finance, and vehicle information. Even further, it removes the challenge of having to corral multiple stakeholders or search database after database to find the information you need.

The ability to directly access and interact with the driver gives you a window into the vehicle and, when combined with CRM data, the day-to-day driving experience. It changes the dynamic from one where the OEM has no relationship with the driver to an intimate, daily, back-and-forth with the ability to deliver better experiences and unlock new and expanded revenue opportunities.

This guide will explain how combining vehicle data with your existing CRM data allows you to take hold of and play a part in the customer journey on a day-to-day basis. Read on to discover how new automotive CRM capabilities can help you deliver connected vehicle experiences and redefine the automotive customer journey.



## Meet the moment with connected vehicle experiences.

Bringing vehicles to market can take years of innovation, engineering, and investment. And, even if you do everything correctly, by the time you bring a vehicle to market, the industry may have moved forward, innovation may have accelerated, and the vehicle may already be outdated. This is a scenario that OEMs cannot afford. You need built-in agility, not just now, but moving forward as well. Partnering with technology providers and chipmakers can provide this agility, increasing your ability to bring software-defined vehicle features to market faster.

In the era of connected data and AI, the best solutions are often industry-specific and targeted, avoiding the need for heavy upfront configuration and integration. Out-of-the-box, platform-based solutions like Salesforce [Data Cloud](#) and [Automotive Cloud](#) seamlessly work together, negating the need to focus on custom engineering work, and enabling you to start delivering connected vehicle experiences today.

A platform approach integrates technologies like AI and automation into a sales or service representative's daily tasks and activities. For example, because Automotive Cloud is built on [the Einstein 1 Platform](#), you can activate telematics data (in conjunction with CRM data) across all areas of your organization – whether that be sales, marketing, or in-vehicle transactions. The end result is a fast time-to-value that allows you to see returns almost immediately.

**“ Integrating connected vehicle data with your CRM offers a holistic view of each unique customer and their vehicle. These insights allow you to offer new services, exceptional driver experiences, and real-time, personalized, and contextually correct in-car interactions. Ultimately, this helps boost brand loyalty and revenue.”**

**VICKI POPONI**

AUTOMOTIVE INDUSTRY VICE PRESIDENT & ADVISOR  
AT SALESFORCE



## The next step in automotive innovation is here.

The ability to use telematics data to improve driver experiences is a revolutionary shift.

New technological capabilities are making it possible to enrich CRM data with real-time vehicle (or telematics) data. The ability to leverage multiple types of data - CRM, driver, vehicle, financial, telematics and beyond - and then use it to power AI-driven solutions enables you to start delivering more connected experiences, stronger customer relationships, and greater business impacts today.

Unlike traditional CRM data, which is often stagnant and stale, the next generation of AI-powered CRM includes real-time, dynamic driver profiles, rich telematics data, historical retail purchase information, and more. Traditional CRM data focuses on the world of the driver 'outside' the vehicle. Telematics data focuses on the vehicle and how the customer interacts with the vehicle once they're inside it. It provides a direct line to the vehicle, and therefore the driver, allowing you to own and enhance the customer experience and maintain daily interactions past the point of sale. This direct connection creates a foundation on which you can build immersive, in-car experiences that have the potential to open up new revenue streams and ensure your customer software-enabled features are up to date.




**Over 50% of OEMs are currently investing in telematics and navigation, and 68% are investing in Internet of Things (IoT).**

[Trends in Automotive Report](#)

A direct connection to the vehicle makes it possible to engage with the vehicle across multiple drivers. For example, when a teenager starts driving their parent's car and takes it in for service, the dealership can note that the vehicle has multiple drivers in the CRM. With this shared information, you can tailor the in-vehicle marketing communications, service reminders, and feature upgrades accordingly.

Telematics data allows you to track vehicle performance, maintenance needs, and driving habits in real time. Issues with the car can be caught early and maintenance visits can be based on the actual status of the vehicle (not a standard service schedule). Predictive maintenance can extend the life of the vehicle and provide a better driving experience. It makes it possible for you to alert a driver that their battery is about to expire so that it can be fixed before they end up stranded, or for the OEM to provide context around why the check engine light is lit so that the driver knows whether or not the situation is dire.

Having a window into vehicle performance also enables you to shape wide-scale brand experiences that demonstrate long-term commitment to both vehicle quality and driver satisfaction. The continual collection of data on how people use your vehicles (and their durability) is valuable information you can leverage to develop future features and improvements. This allows you to build your vehicles in response to real-world data and customer feedback, making for a better, more data-driven product. It also helps to build a better brand reputation and differentiate yourself in the market.



## Connected car experiences start with connected data.

The key to delivering connected vehicle experiences lies in your ability to facilitate a seamless integration between you, your customer data, and your vehicles.

Many of your cars' features are run by a chip and each of those chips produces data. In the past, making that data actionable required you to clean it, store it, and figure out how to attach it to each driver profile within your existing CRM. However, data platforms, like Data Cloud, make it possible to unify and standardize that data, simplifying the process. This gives you direct access to both chip data and powerful, industry-built solutions. This combination allows you to access and activate vehicle data sustainably and cost-effectively.

## Enhance CRM data with vehicle data to create more immersive driving experiences.

Once the data is in a data platform, it is harmonized – or standardized – after which it can be fed into your CRM and made actionable. You now have a holistic, real-time view that creates a better, more personalized driver experience. If the coolant temperature icon lights up, the OEM also receives a real-time notification. They can proactively schedule a service appointment on the customer's behalf, helping to make an otherwise stressful situation feel under control. This increases satisfaction and cements long-term loyalty.

Even more valuable (and potentially consequential to your bottom line) is the ability to activate telematics data in a bidirectional manner. Combining data you receive from a vehicle with your CRM powers new insights and actions that you can feed back to the vehicle, opening a world of untapped growth opportunities. If you see that the weather forecast is predicting extremely high temperatures, you could offer remote help, for example locking or unlocking doors or turning on the air conditioning, that would allow the car to start cooling before the driver gets in their vehicle. In the future, you can send them an offer to activate another climate control feature, maximizing any opportunity for further subscriptions and revenue.



## Power new revenue streams across all areas of your business.

It's projected that vehicle data, spun off by surging vehicle connectivity, could represent a value pool of [up to \\$750 billion](#) by 2030. This makes every piece of vehicle and driver data a potential opportunity and opens new revenue streams.

Unsurprisingly, [the majority of OEMs are investing in driver and passenger experience features](#) like infotainment, in-car features and applications, and customized dashboards. These features meet customer expectations and allow you to truly own the in-vehicle driving experience. Data generated from connected features enable you to understand how a driver is engaging with their vehicle, giving you a richer understanding of that driver. This makes it possible for you to provide more personalized vehicle interactions and experiences as well as more targeted offerings.

Better visibility into all aspects of the driving experience not only opens up new in-vehicle transaction and service opportunities, it also enables you to drive more personalized marketing campaigns that lead to higher customer satisfaction, loyalty, and sales.

### Let's look at how data and AI come together to up-level experiences across every area of your business.



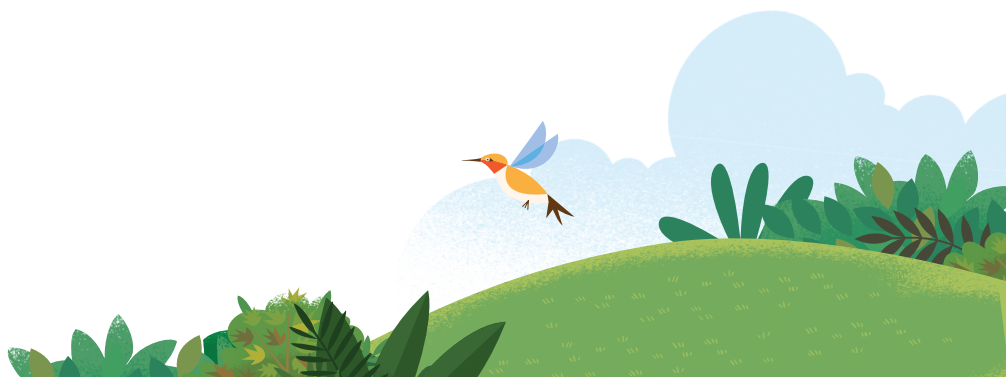
#### Sales:

Sales teams can create a more seamless buying experience across dealership, online, and in-vehicle interactions. They can better understand customers, their driving behaviors, and how those behaviors impact the vehicle. This helps them to better match drivers to the right vehicles and recommend more relevant upgrades and packages.



#### Vehicle Service:

Service teams can generate snapshots of vehicle health. Depending on what they see, they can send alerts to the vehicle console recommending ways to resolve potential issues or maximize performance. The combination of automated workflows and AI streamline work, allowing agents to quickly and easily create work orders for a vehicle inspection, track accessory upgrade opportunities, automatically check warranty statuses, and schedule service appointments with local dealers.



**Customer Service:**

Having access to historical customer, purchase, service, and vehicle data empowers care agents to proactively help and respond to issues more directly. They can provide remote assistance (including locking or unlocking vehicle doors), help with important information en-route, and make sure the customer is aware of any important alerts – directly via the vehicle console.

**Marketing:**

Having a window into how your driver interacts with their vehicle allows your marketing teams to shift to a more personalized marketing strategy that's based on actual driving patterns and behaviors. They can use AI to generate personalized messages and offers via the driver's communication method of choice (text, email, or phone call) and set up automated reminders for routine services based on the real-time needs of the vehicle. These personalized driver experiences grow driver and brand loyalty and maximize lifetime value.

**Commerce:**

Automakers can use data like navigation history, household information, and unused vehicle features to offer personalized driver services like family-friendly entertainment apps, upgraded traffic alerts and route planning, or a trial of a new lane departure assist feature. Automakers can also enable motorists to pay for things like parking, tolls, and subscriptions right from their vehicle console.

**Finance:**

You can use what you know about your customer and their past interactions to personalize insurance and pricing. In that same vein, warranty or lease/loan information can be used to address problems before they emerge. For example, you could proactively replace a part or offer additional mileage on a lease should you see a driver is reaching their current limit.



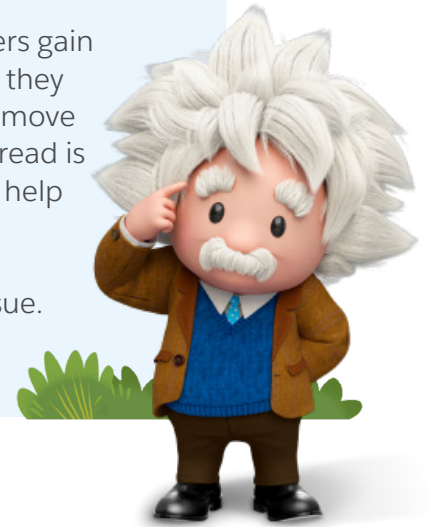


## Better data equals better insight.

Access to real-time, accurate information can be incredibly valuable.

Gaining deep driver insights directly from the vehicle enables you to better understand your drivers and your driving ecosystem. For example, a trucking company that notices its maintenance costs have gone up could use vehicle data to figure out why. They could track factors like high speeds and excessive braking which can contribute to higher and more frequent maintenance costs, and be indicative of a more aggressive driver. The company could then address the issue with the drivers, ensuring that they don't continue to lose money on preventable maintenance. Trucking companies might also use vehicle data to analyze driving patterns and optimize driver schedules and routes, creating a more long-term safety solution.

Telematics data can also help drivers and manufacturers gain insight into otherwise inaccessible areas. For example, they might get an alert that the car is using more energy to move forward. Built-in AI can help you deduce that low tire tread is the likely cause. This allows you to alert the driver, and help them find a service center that has the tire they need in stock. You can then help schedule the appointment and send the service center a detailed report of the issue.



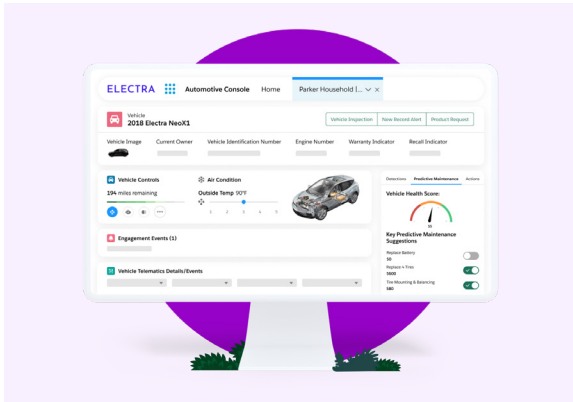
## The future of the automotive industry is here.

Data opens doors. Using data and supercharging it with AI enables you to spearhead new business models and interact with individual vehicles and their drivers in real time. It also makes it possible to power better, more personalized service experiences, all while delighting customers at every turn.

Connected data goes one step further. Direct access to vehicle data not only enriches the data you already have, it changes the power dynamic across the post-vehicle purchase value chain. It means you have real-time access to the data and a direct connection to the customer. Activating that data through industry-specific solutions like Automotive Cloud powers profitability, increases loyalty, and enables you to garner a larger share of the garage. Perhaps even more important, it gives you first-mover advantage. It allows you to start delivering differentiated, in-vehicle driver experiences that excite customers and edge out the competition.



# Ready to learn more?



## Build and deliver better connected vehicle experiences now

Discover how you can roll out features and updates faster than ever before. With Salesforce Connected Vehicle, you can offer differentiated driver experiences today.

EXPLORE





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