



Global automotive manufacturers (OEM) are improving in attracting and retaining new customers, significantly reducing churn and increasing profit through:

- A clearly defined digital Customer Experience Management strategy,
- Intelligent usage of data & analytics for improved customer segmentation,
- Increased sales force automation and seamless integration different channels.

How can your company benefit from these experiences?

- **Get to know your customers better and define your brand specific digital customer journey** - through individual marketing of products & services and personalized campaign management supported by efficient Campaign Management
- **Improve your customer segmentation for increased transparency and higher ROI within Marketing, Sales and Service** - based on individual customer approach enabled by predictive modelling and systematic evaluation of customer data and responses
- **Strategic re-alignment of your marketing, sales and service for enhanced customer proximity, transparency and cost-optimized structures** – by executing excellence checks, re-definition of strategies incl. brand management and a re-designed process house
- **Today, it's all about the brand! Establish your omni-channel marketing and brand management for increased acquisition rates** - with customer-related design of the sales channels, through market surveys, mystery shopping and –checks

With over 1,300 Business and IT consultants we are delivering results and we would love to hear from you.

MHP – Leading the digital business transformation in Automotive.

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