

Three CX imperatives for automotive

The automotive sector is going through the most significant period of transformation since the combustion engine, while facing headwinds from enduring chip shortages to inflationary pressures.

In these challenging times, brands must increase their focus on customer experience to generate long-term loyalty.



Here are three key factors firms should be considering:

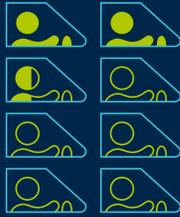
1. Connected car? Think personalisation first

Hyper-personalisation is vital to creating the premium experiences drivers want.

This is underpinned by strong insight. And the wealth of data provided by the connected car, from engine health to precise location data, is a CX opportunity brands can't ignore.

2030

Real-time connected vehicle data will be essential in generating a highly-personalised, 360-degree view of the driver. By 2030, 95 per cent of all new vehicles will be connected – up from 50% today¹.



Almost half (44%) of drivers would pay extra for the more premium, personalised service that this would deliver – more than any other UK sector².

Less than a third

But just 32% of brands have the systems and processes in place to collate, analyse and use the data effectively to deliver proactive recommendations and ensure a seamless experience.



Failing to get this in place will be costly. 44% of drivers say they'll take their business elsewhere if they don't receive this seamless, personalised service³.

Expert blog: Evolving customer service in the connected car era

[Read here](#)

White paper: How automotive brands can create a 360-degree view of the customer

[Read here](#)

2. Own the customer relationship through the electric vehicle (EV) transition

The shift from petrol and diesel vehicles to EVs is moving at pace – 395,000 battery-electric cars alone were registered in the UK in 2021, up 92% on 2020⁴.

Drivers will need significantly more support as they make the transition. Allaying concerns through proactive communication, and providing fast, knowledgeable responses when issues arise will give them assurance and quickly establish strong brand loyalty.

1 in 2

Nearly half (48%) of current EV drivers are first-time owners – individuals likely to require extra support⁵.



And significant knowledge gaps remain. Almost two in five (39%) drivers aren't confident knowing which charge points are compatible with their car and more than a quarter (27%) aren't confident they fully understand an EV's range⁶.

Only 30% of customer experience professionals say their customers can easily access FAQs without having to contact a customer service team and just a third (33%) say they could get through to the right team first time.



Intelligent automation can manage large volumes of simple yet time-intensive enquiries, freeing-up agents to focus on more complex customer issues. But 36% of brands don't have this in place, and a further 21% are using it but with poor results.

Report: The Countdown to 2030 – preparing the industry for the electric vehicle take over

[Read here](#)

Expert blog: Combine your knowledge to futureproof your customer experience in the EV era

[Read here](#)

3. Meet the 'channel challenge'

Customers are engaging with brands on more channels than ever before – from increasingly browsing and buying vehicles online to expecting customer service support on social media.

Brands must ensure their CX strategy delivers a consistent, seamless quality of service, however – and whenever – customers choose to engage.

60% of car buyers under 45 are likely to buy their next car online and are interested in contactless sales and services⁷.



Customers will spend up to 40% more with brands that respond to CX requests through channels such as social media and the same proportion expect a response to queries within an hour⁸.

But more than half (52%) say they could do a better job of expanding their channels for customers.



And despite the importance of social as a customer service channel, 25% say their current social engagement and monitoring solutions are delivering poor results.

White paper: The ultimate guide to social media customer service for automotive brands

[Read here](#)

Expert blog: Transform your contact centre to meet the challenges of the electric vehicle era

[Read here](#)

With 50 years' experience working with leading global automotive brands, we can help you assess your entire customer experience and back office operations, identify areas for efficiency savings and performance and futureproof your CX strategy – delivering a premium experience across the customer journey.

[Click here to speak to our experts](#)

1 McKinsey & Company – <https://www.mckinsey.com/industries/automotive-and-assembly/our-insights/unlocking-the-full-life-cycle-value-from-connected-car-data>
 2 Institute Of Customer Service – <https://www.instituteforcustomerservice.com/research-insights/ukcsi/>
 3 AdAge – <https://adage.com/article/segments/why-brands-must-embrace-personalization-its-too-late/2341376>
 4 Zap-Map – <https://www.zap-map.com/ev-market-statistics/>
 5 Zap-Map – <https://www.zap-map.com/newsroom/new-poll-satisfaction-electric-vehicles/>
 6 The AA – <https://www.theaa.com/about-us/newsroom/third-of-drivers-not-confident-using-chargepoints>
 7 McKinsey & Company – <https://www.mckinsey.com/business-functions/growth-marketing-and-sales/our-insights/the-new-key-to-automotive-success-put-customer-experience-in-the-drivers-seat>
 8 McKinsey & Company – <https://www.mckinsey.com/business-functions/operations/our-insights/social-media-as-a-service-differentiator-how-to-win>

All other figures relate to Avtato data, collected in 2021.