

**IPSOS
WEB-SESSION**

Accelerating in Digital: The new customer journey

October 27th, 2020

GAME CHANGERS



Introductions



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Google



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Senior Consultant
Ipsos Strategy3 UK

Our 4 Automotive Web-Sessions

“Mobility behaviours and automotive purchase intentions in troubled times”

Tue, October 6, 2020, 11:00 AM – 12:00 PM CEST

“The future of mobility - electrification, connectivity, and automated driving”

Tue, October 13, 2020, 11:00 AM – 12:00 PM CEST

“Accelerating in digital – the new customer journey”

Tue, October 27, 2020, 11:00 AM – 12:00 PM CEST

“Looking beyond automotive – emotional branding in other sectors”

Tue, November 10, 2020, 11:00 AM – 12:00 PM CEST



Agenda

1

THE CHALLENGE

2

FIVE ACTIONS FOR ADAPTATION

3

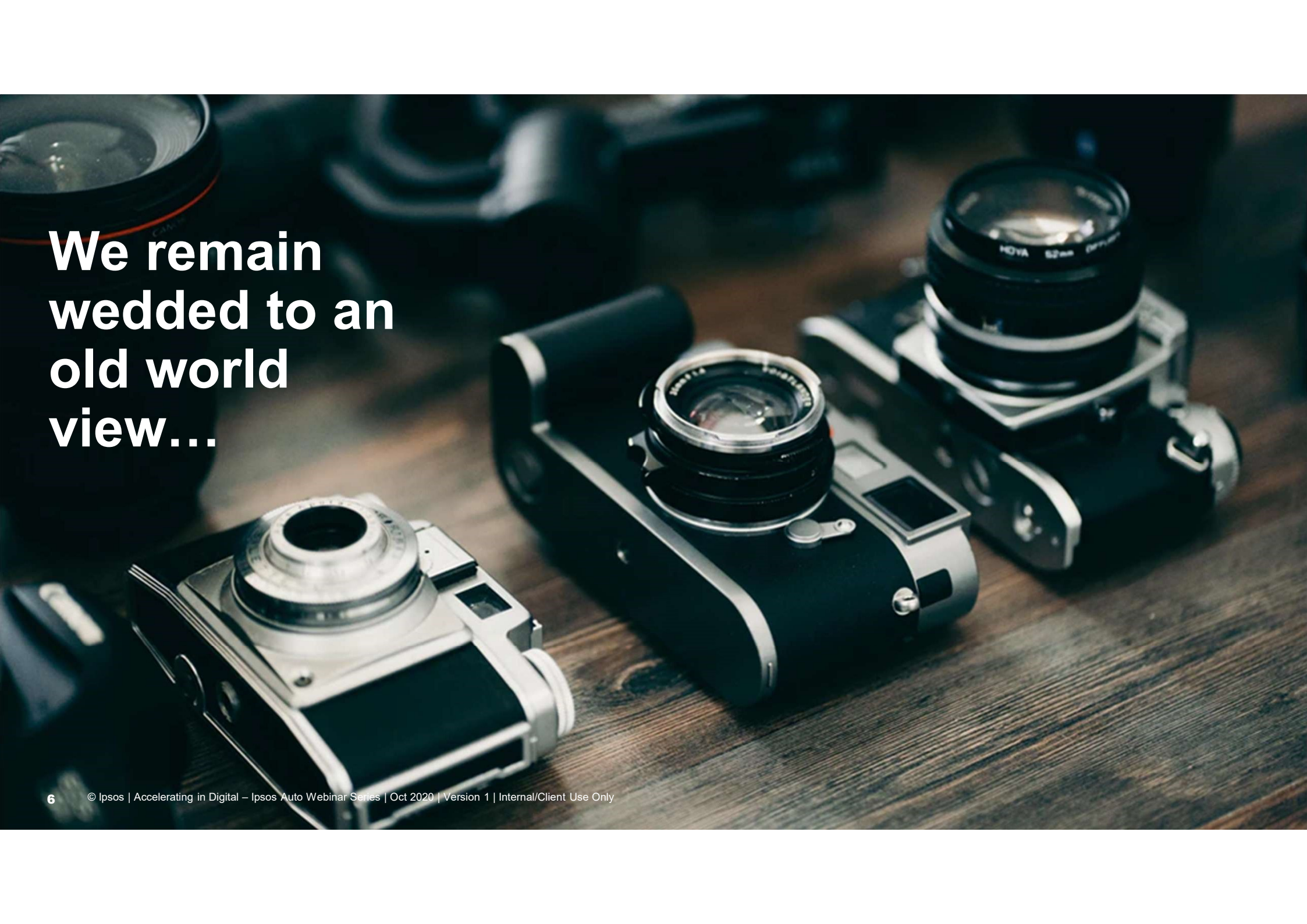
A FINAL SIXTH ACTION, TO REALLY GET AHEAD

The Challenge

A changing consumer.

A changing world.

1

A collection of vintage cameras and lenses is arranged on a dark, textured wooden surface. In the foreground, a silver and black camera body is visible on the left, and a black camera body with a lens is in the center. To the right, another black camera body with a lens is partially visible. In the background, a large lens is out of focus. The lighting is soft, highlighting the textures of the wood and the metallic surfaces of the cameras.

**We remain
wedded to an
old world
view...**

**... but the
digital world
is upon us**



... But consumers are now digital citizens



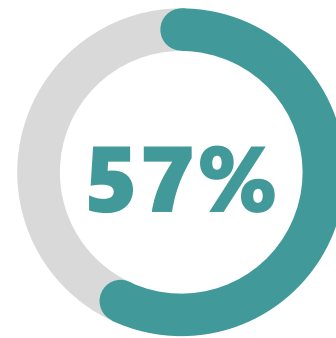
Technology
generally
makes life
better



I cannot
imagine life
without the
internet



I am constantly
looking at
screens these
days



I cannot
imagine life
without a
smartphone

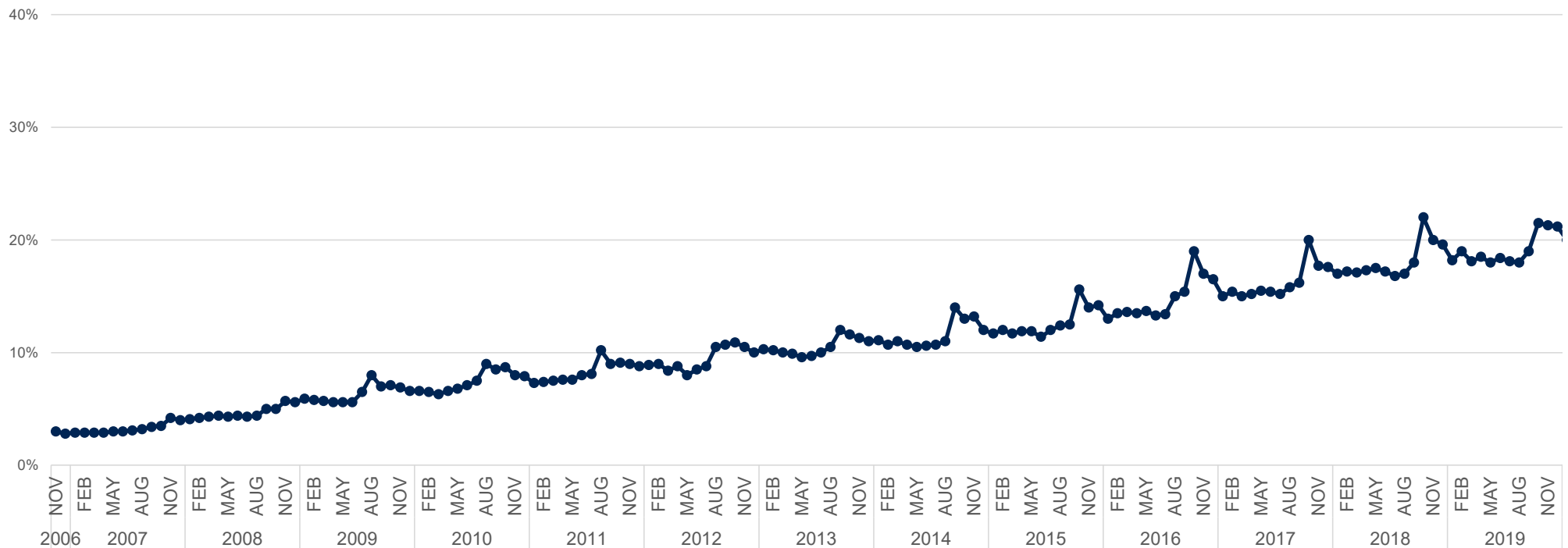


I feel like all my
conversations
are online
these days

Ipsos Global Trends Study (2020) – June-July 2019 fieldwork

As a result eCommerce is only going one way

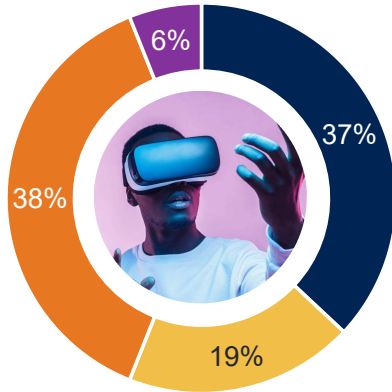
Internet sales as a percentage of total retail sales (ratio) (%)



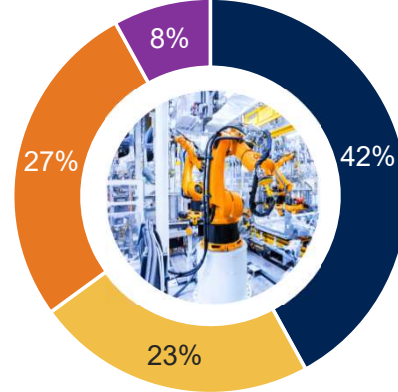
Office of National Statistics (UK)

And businesses are already having to respond

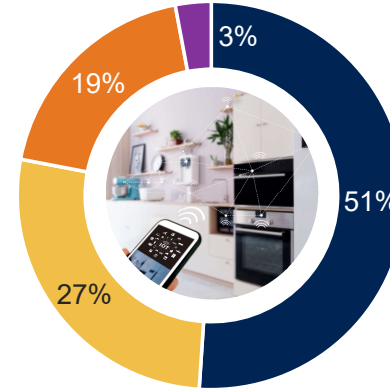
● Already invested ● Plans to invest in the next 5 years ● Does not plan to invest ● Not applicable



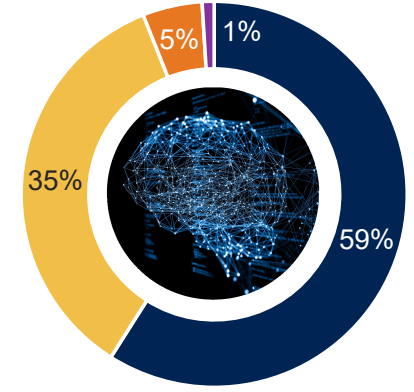
Augmented or virtual reality



Automation via advanced robotics




Internet of things



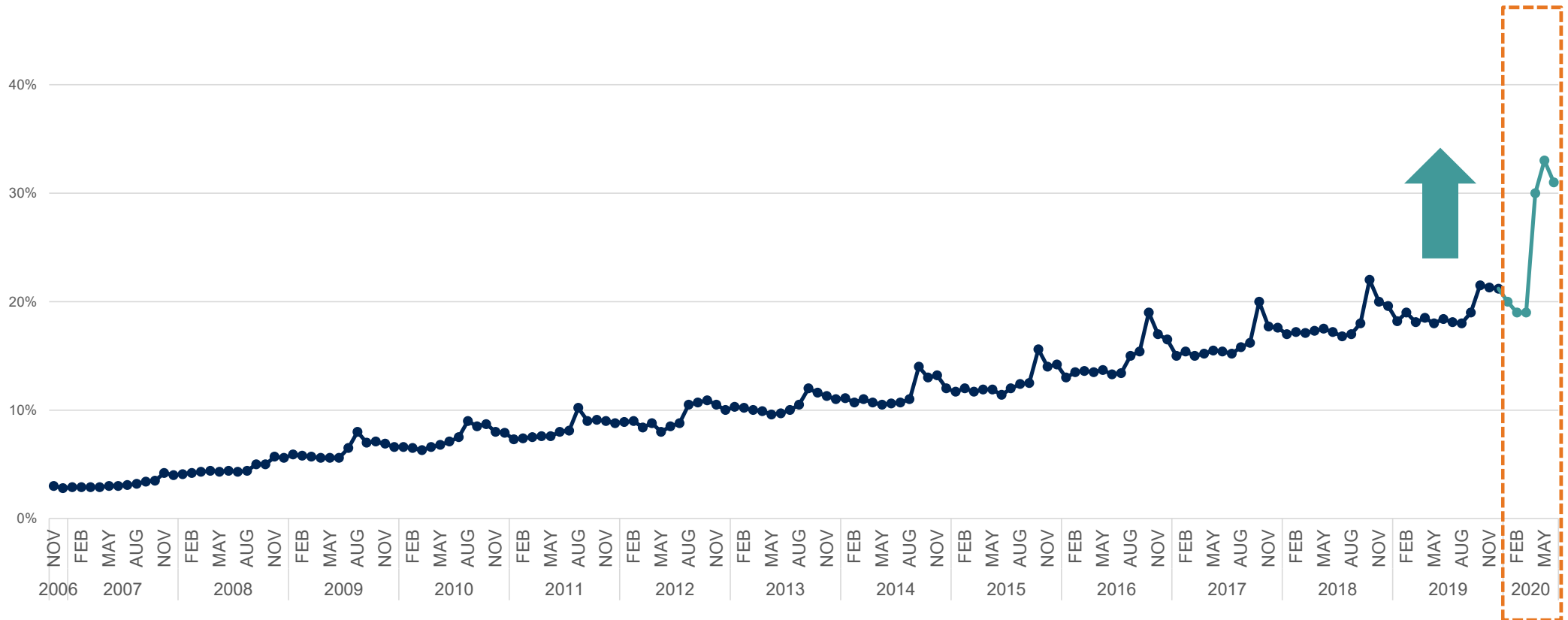
Any Machine learning and artificial intelligence technologies

Ipsos British Captains of Industry (n=100. Feb-July 2020)

A person with long blonde hair, wearing a yellow sweater and a smartwatch, is sitting at a wooden desk. They are using a silver pen to interact with a laptop. The laptop screen displays a website with the word 'FLORENCE' and 'LIFE' visible. On the desk, there is a spiral notebook with a smartphone and a pair of glasses resting on it. To the left of the notebook is a glass vase with a succulent and a small decorative object. The background shows a white keyboard and a small white tray with some items.

**Covid-19 has now
accelerated this
digital transformation**

It has supercharged eCommerce growth



Office of National Statistics (UK)

Consumer behaviours are shifting and impacting all categories...



Average time spent online:



JAN

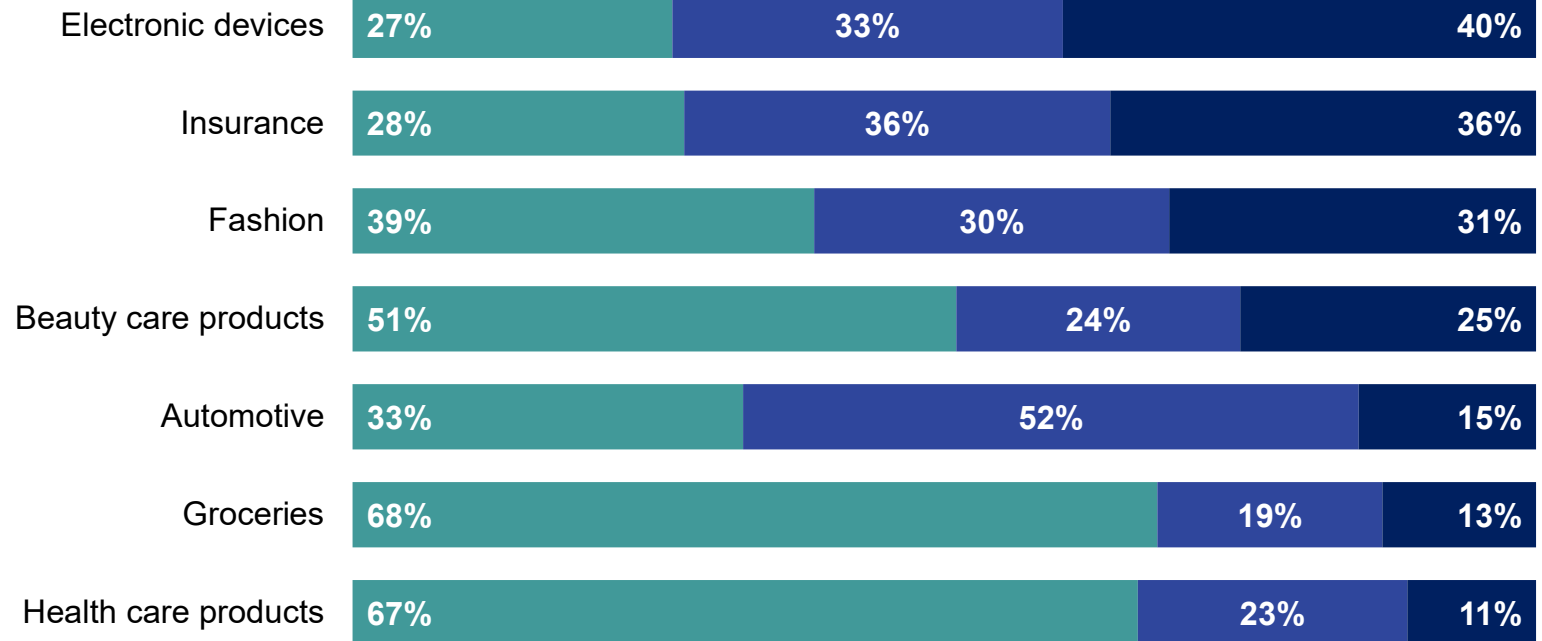
3 hours and 26 minutes



> APR

4 hours and 2 minutes

■ Both research and purchase in person ■ Research online and buy in person ■ Both research and purchase online

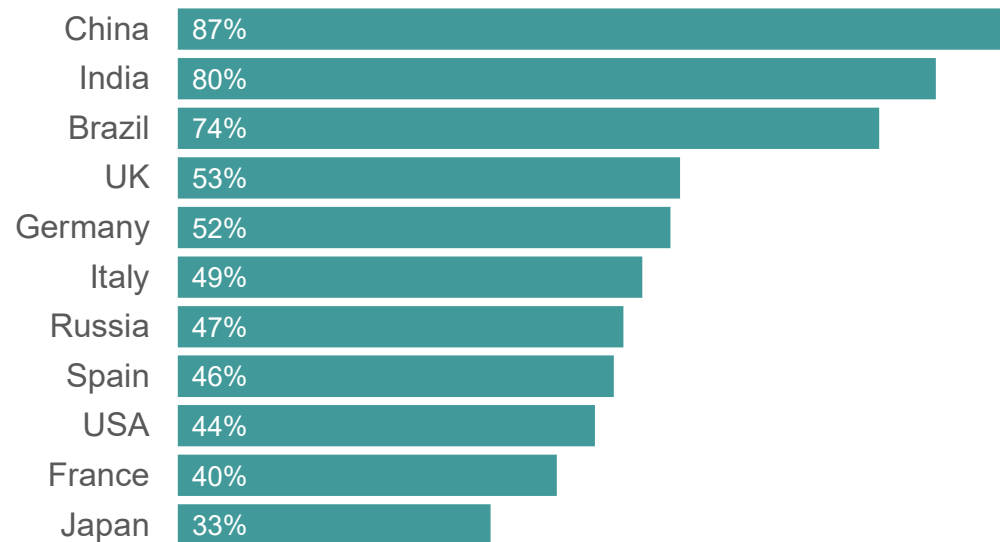
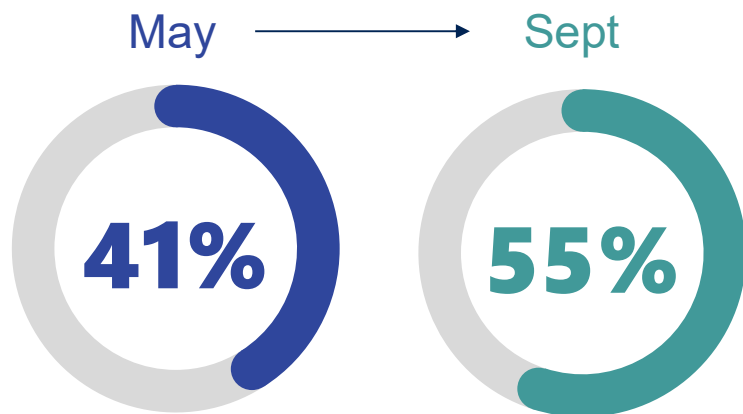


UKOM amount of time spent online

Ipsos eCommerce Unleashed, May 2020, Spain, based on category buyers

... And car-buying purchase process is being impacted globally

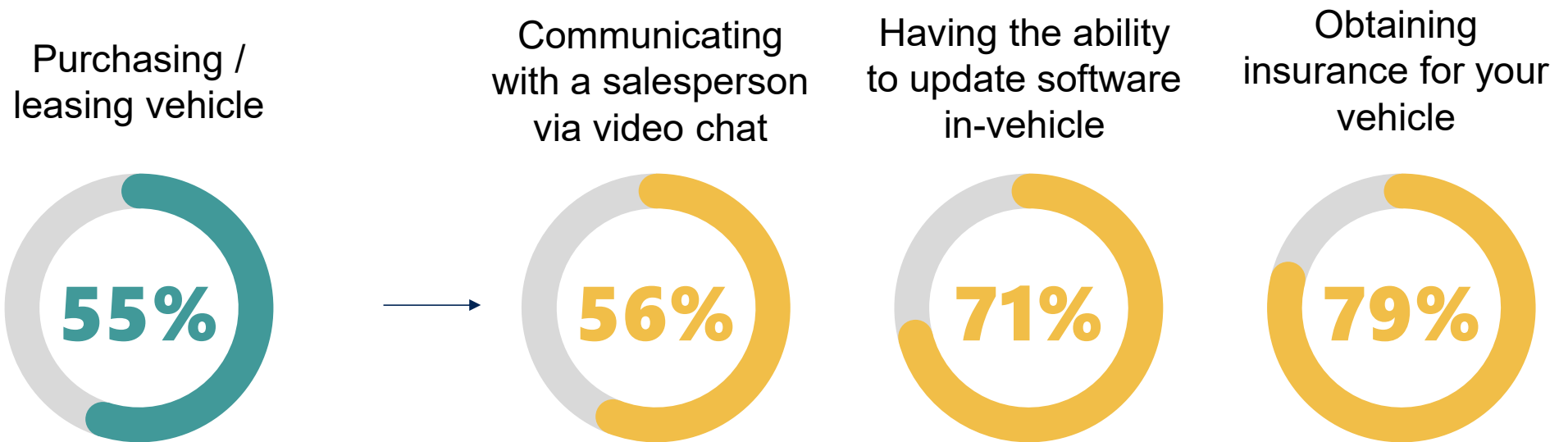
Interest in purchasing / leasing vehicle **entirely online**



Ipsos Navigator (Total global base per wave: c.22,000; Intender group base sizes vary)

CV10. How interested would you be in completing the following entirely online?

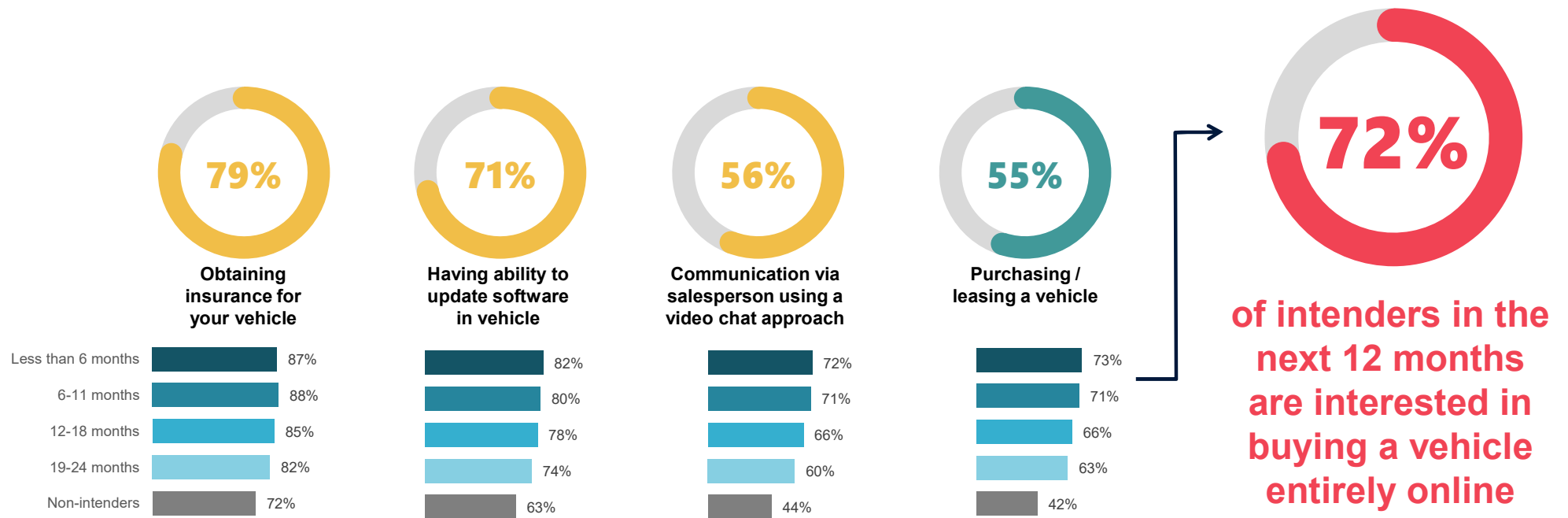
But it's not just the purchase of the vehicle that consumers want to do online



Ipsos Navigator (Total global base per wave: c.22,000; Intender group base sizes vary)

CV10. How interested would you be in completing the following entirely online?

Interest in making the leap to online purchase is *even higher* for those closer to buying



Ipsos Navigator (Total global base per wave: c.22,000; Intender group base sizes vary)

CV10. How interested would you be in completing the following entirely online?

A photograph of a multi-level parking garage at night. The scene is dimly lit with teal-colored pillars and overhead lights. White directional arrows are painted on the asphalt floor, pointing in opposite directions. The overall atmosphere is quiet and somewhat mysterious.

So how do we need to adapt?

Five actions for adaptation

Roads to success.

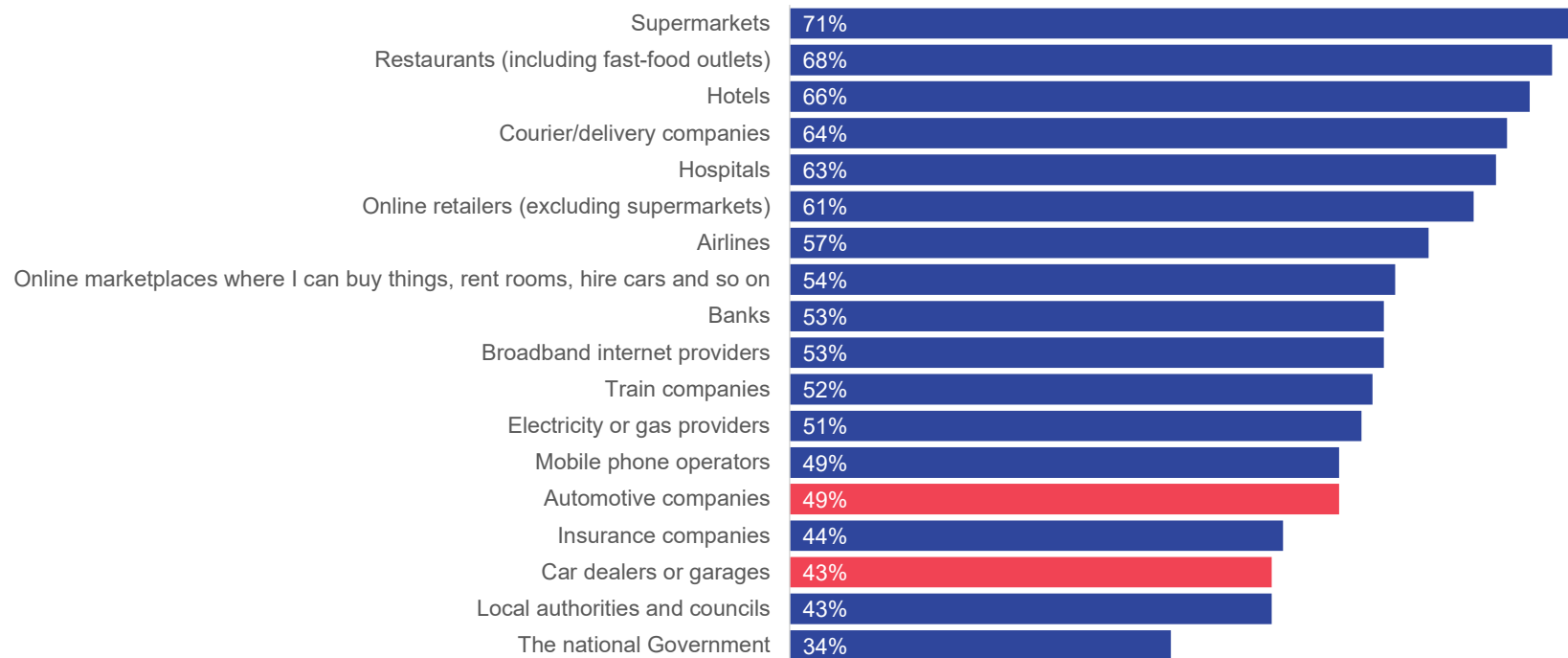
2

1. Listen



We need to learn from existing experiences

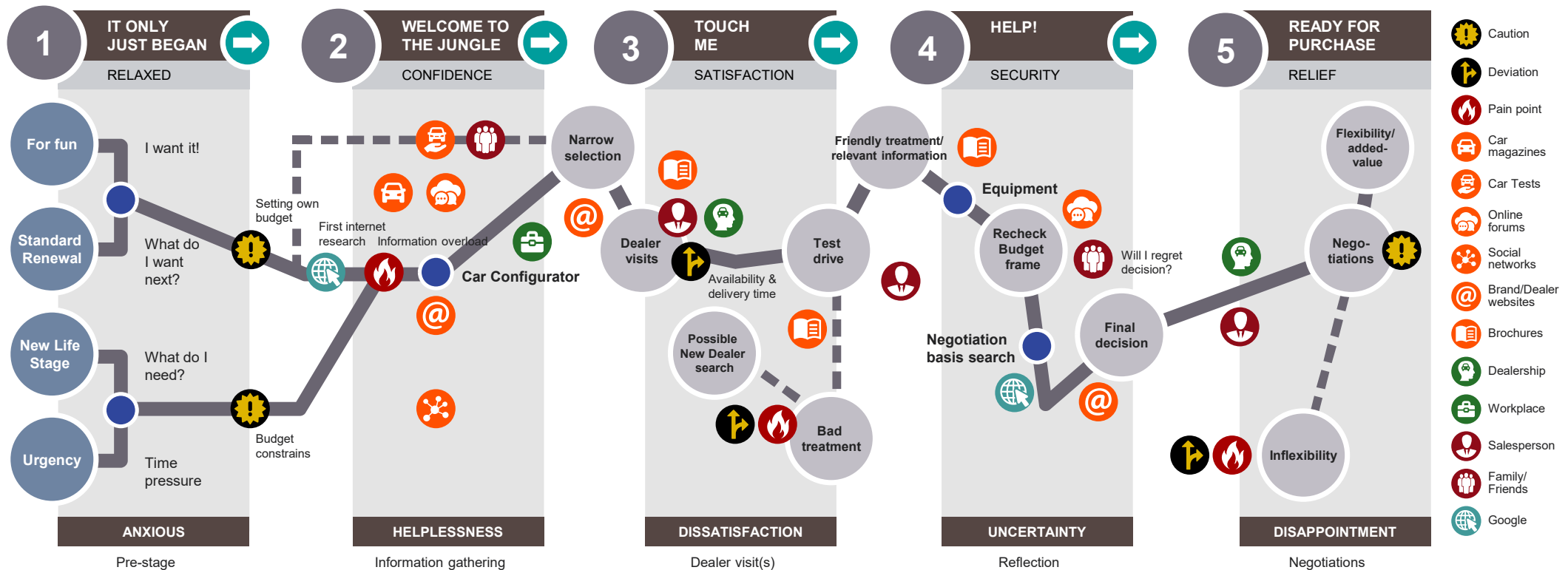
E.g. On how well we are trusted...



Ipsos Global Trends Study (2020) – June-July 2019 fieldwork

To what extent, if at all, do you trust the following to treat you fairly?

This means understanding *all* the touchpoints



We must listen out for broader trends



Easy and speed of ordering on Amazon



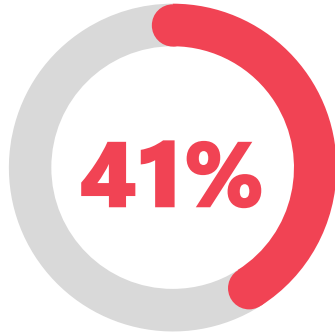
Voice ordering is a seamless solution for simple orders



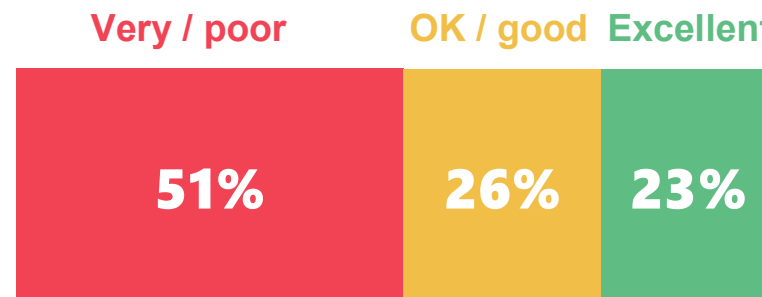
Massive growth in home delivery of take out food

Observing real life, can also expose the gaps where we are currently failing our customers

4 in 10 Digital purchase enquiries **did not** receive a response within 48 hours...



... And many are also not delivering that excellent **experience** customers demand



- 80%: NO RESPONSE RECEIVED
- 20% RESPONSE RECEIVED, BUT
No personalisation
Nothing passed on from hub to local

- PROMPT, PERSONALISED REPLY (MOSTLY FROM LOCAL DEALER)
- EMAIL OR TELEPHONE OK
- ALL BUT ONE OFFERING AN APPT.

Ipsos Mystery Shopping (UK Oct 2020)

Listening shows
that over **2/3^{rds}**
of consumers view
digital experiences
as good
alternatives
to visiting physical
dealerships...

Source: Global AutoPulse, June 2020, Global average across US, BR, DE, UK, IT, FR, ES, JP.

... And what they want digitally is achievable

1. At-Home Test Drive

5-of-7 markets favored at-home test drives as the **best alternative to a dealer visit**. Only the consumers in Japan and Spain preferred review videos to this option.



2. Review Videos

At #2, Auto Intenders continued to signal their interest in review videos with the **largest MoM increase in UK at 5pp**.



3. Online Configurator

With an online vehicle purchase option appealing to the majority of Auto Intenders, online configurator **ranks in top 3 in FR, JP, ES, US and DE**.



4. Digital Showroom

OEMs have created digital showrooms as a result of cancelled events in 2020. This option continued to rank in the **top 3 in JP, the UK and DE and since Aug in BR**.



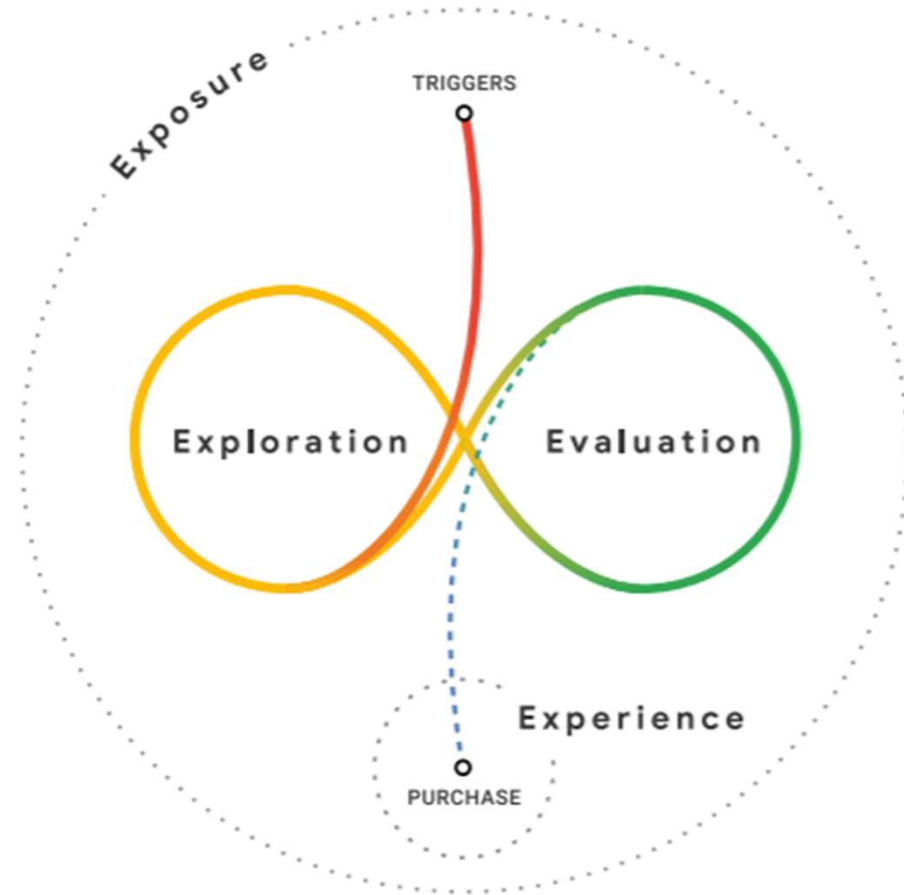
[VW Virtual Motor Show](#)

5. VR Test Drive

6. Video Conference

Source: Google Survey, August 2020, Question 7: "Which of the following do you consider a good alternative to visiting a car dealership?"
Order based on the global average of the share of consumers in each market who selected each option.; Global average across US, BR, DE, UK, FR, ES, JP.

**... But amidst this,
we must remember
that the digital
journey is messy,
and we need to
deliver on the dual
needs of
exploration &
evaluation**

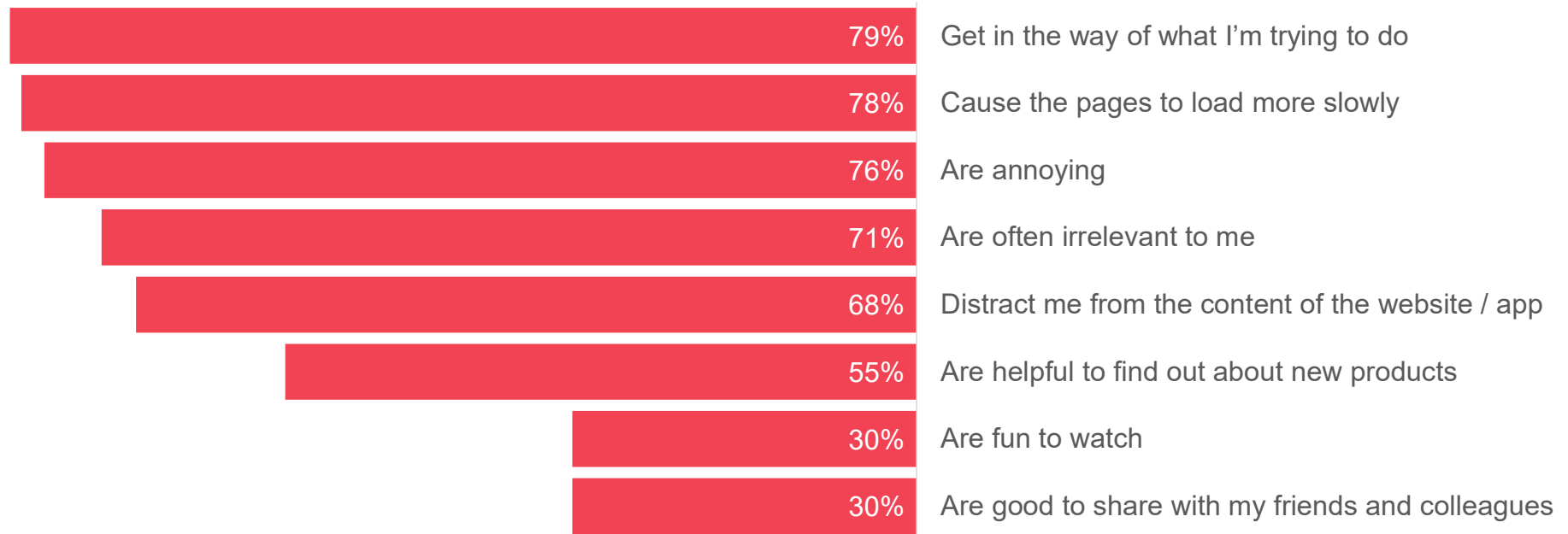


Source: Google Decoding Decisions

2. Embrace

Simply being present is not enough. Embrace doing digital better!

Attitudes towards online advertising is not positive:

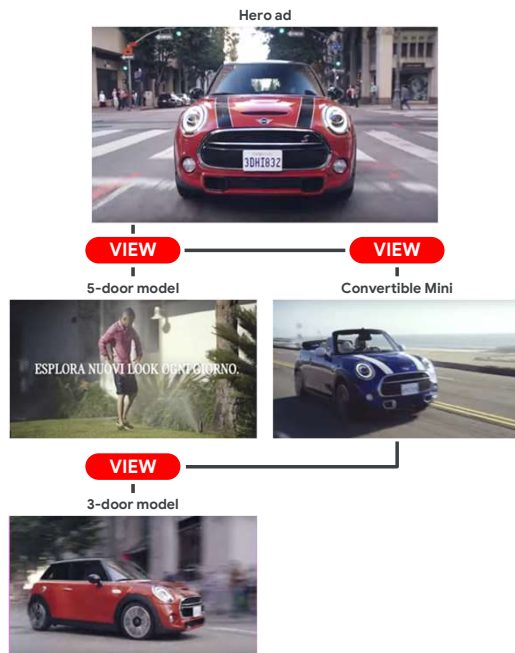


Ipsos Global Trends Study (2020) – June-July 2019 fieldwork

Attitudes towards online advertising

Drawing buyers in with *good* digital creative

Better ways to tell stories



Better ways to make them personal



London



Manchester

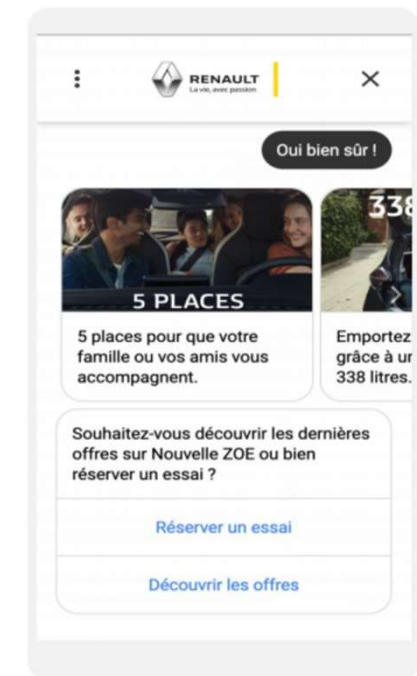


Glasgow

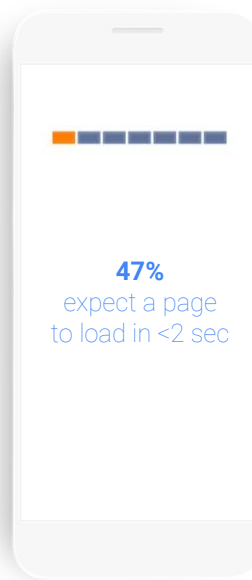
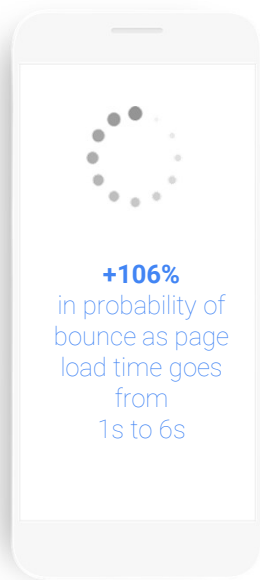


Birmingham

Better ways to interact



Speed is the first critical element of the digital interaction with your customers



Web Vitals

- Loading Speed
(Last contentful paint)
- Interactivity
(First input delay)
- Visual Stability
(Cumulative layout shift)

Source: Think with Google <https://www.thinkwithgoogle.com/marketing-resources/data-measurement/mobile-page-speed-new-industry-benchmarks/>

Source: Google News Initiative "Speed Matters" Playbook: https://newsinitiative.withgoogle.com/training/states/consumer_insights/pdfs/gni-new-consumer-insights-playbook.pdf#page=35

Customers not only buy cars, after sales is big, growing and moving online

Size of the e-commerce auto parts and accessories industry in the US (1)

\$5.5B

Annual growth of the e-commerce auto parts and accessories industry in the US (1)

+9%

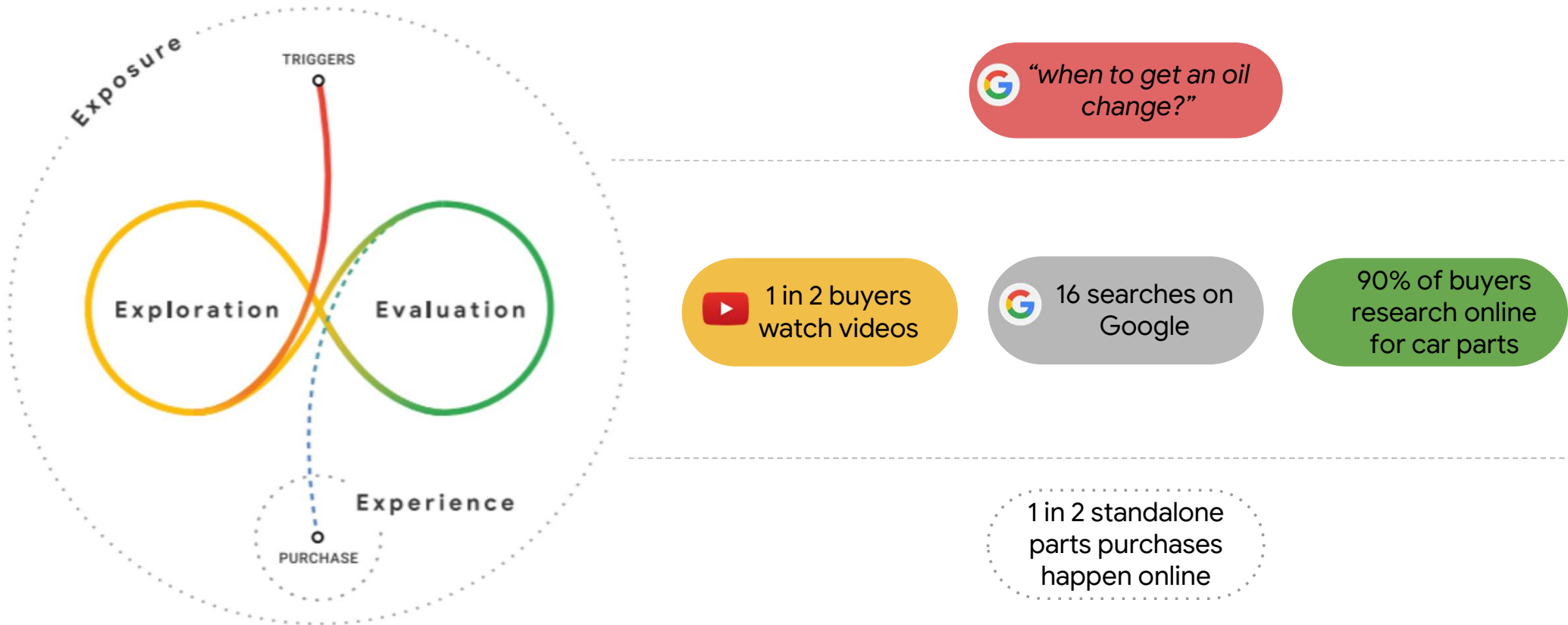
Search Interest for after sales related topics is growing fast around the world (2)

+11%

(1) Source: IBIS World: 'Online Automotive Parts & Accessories Sales Industry in the US 2019

(2) Source: Google Trends Jan 2016 - Dec 2019 (US, CA, DE, GB, IT)

Digital is increasingly in the parts buying journey



Source: Google/TNS After Sales Research Auto 2019

Source: Google/Ipsos, “Digital’s Influence on In-Market Auto Consideration” Study, US, August 2018.

While sites often exist, real D2C mindset is missing

accessoires.brandx.fr/

Les meilleures ventes



En stock entrepôt

59,00 €

Jeu de 4 tapis caoutchouc

En stock entrepôt

91,00 €

Jeu de 4 tapis textile

Search results for "tapis caoutchouc" on Google Shopping.

Environ 454 000 résultats (0,43 secondes)

Announce www.tailleurauto.com/ 03 20 81 88 50

Tapis - Tailleurauto

Découvrez notre large gamme de **tapis** de voiture sur mesure. Livraison gratuite dès 20€. Matériaux & coloris personnalisables. Promo jusqu'à -40%. Donnez du syle à votre voiture. Livraison offerte dès 20€. Promo jusqu'à -40% Fabrication sur Mesure.

★★★★★ Rating for tailleurauto.com: 4,3 - 4 499 reviews

Produit	Site	Prix
Tapis de Sol sur mesure	tailleurauto.com	34,00 €
Housses sur Mesure	MTMShop Fr	42,00 €
Tapis de Coffre	Norauto	24,95 €
Bâches de protection	Norauto	24,95 €

Announce www.tapisvoiture.fr/

Tapis Ajustement d'origine garantie

Tapis de voiture de haute qualité pour votre auto. Solide, durable et parfaitement adapté. Remplacez vos **tapis** de voiture usés et donnez un nouveau look à votre auto!

★★★★★ Rating for tapisvoiture.fr: 4,2 - 1 763 reviews

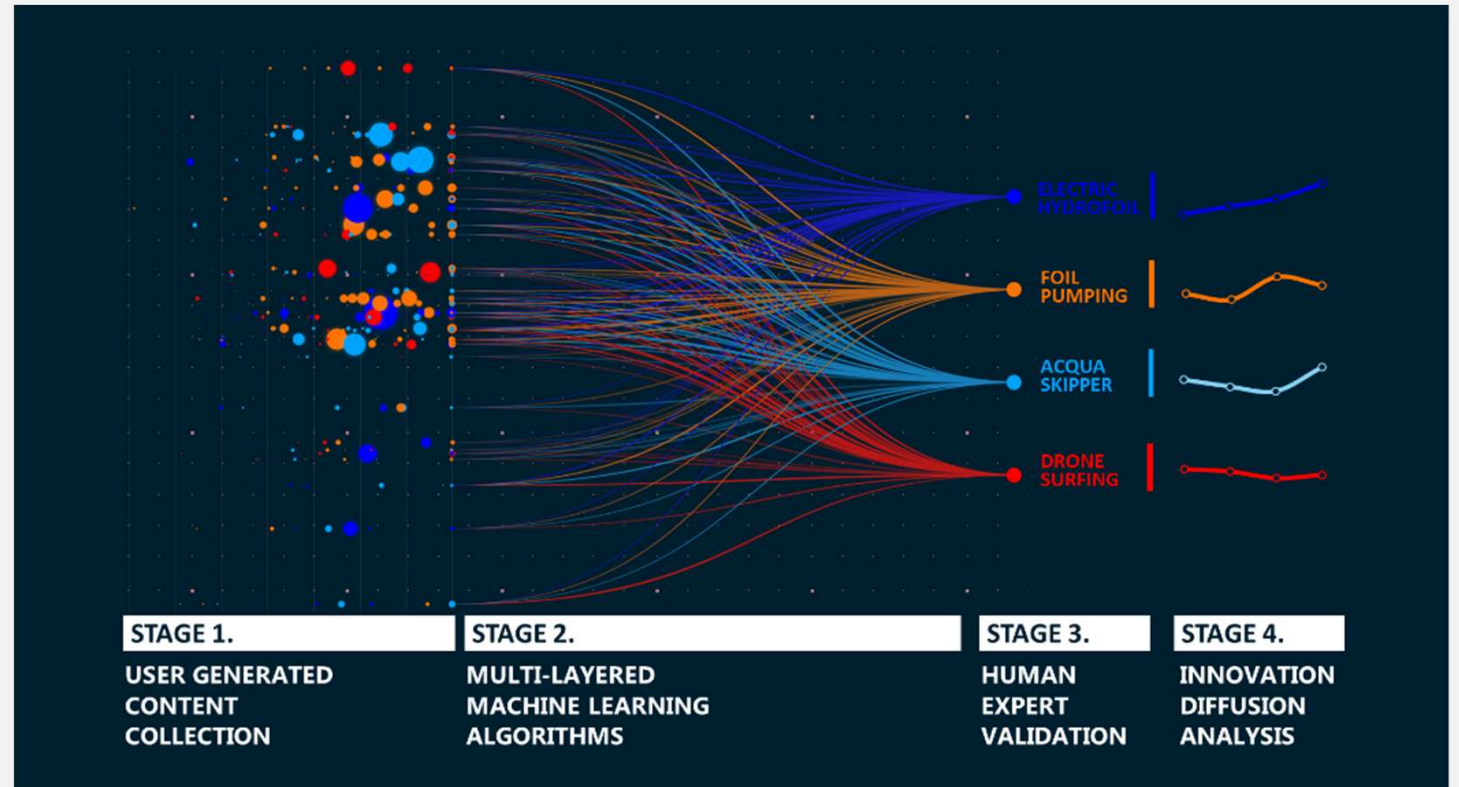
Tapis Auto · Tapis Personnalisé · Tapis Sur-Mesure · Protection Pour Coffre

Produit	Site	Prix
Roi Tapis	Lovecar	48,99 €
Tapis Voiture	Lovecar	39,99 €
Tapis Voiture	Lovecar	44,95 €

3. Think big

Technology and analysis can help to make sense of unstructured data

Ipsos & MIT case study: Using Social Media & Search data to source winning innovations, using Kite Surfing as a proof of concept - 20 times faster than other lead-user approaches



Source: <https://www.ipsos.com/sites/default/files/ct/publication/documents/2019-01/lead-user-innovation.pdf>

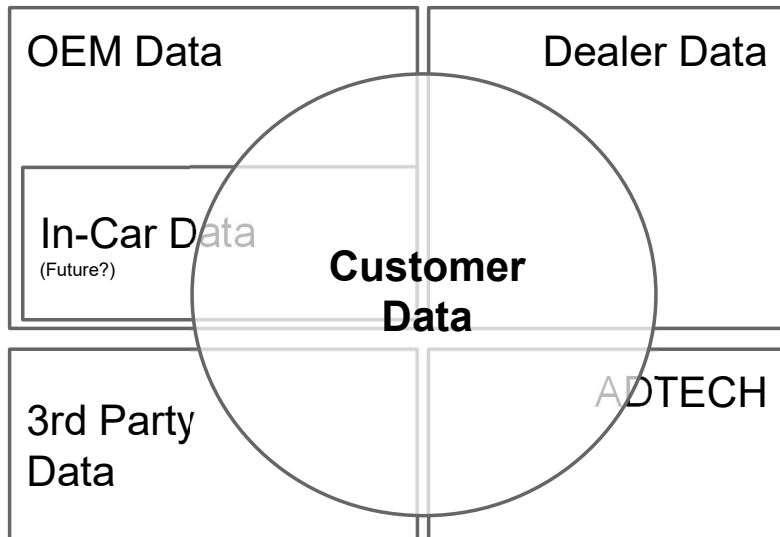
**...but our own sources of data are exploding too
– there is an explosion in in-car data**

2017
7TB
of data / year

**700X
MORE
DATA!**

2021
5PB
of data / year

But with big data you need to think – is it actually *your* data?



Review data ownership

Clarify data ownership within your own organization
Demand transparency from your partners



Organize and activate 1P data

Organize your data in a way that it can be used across the consumer journey



Invest in the value exchange

Ask yourself two questions when acquiring data:

- Will I really use it?
- What do I provide in return?



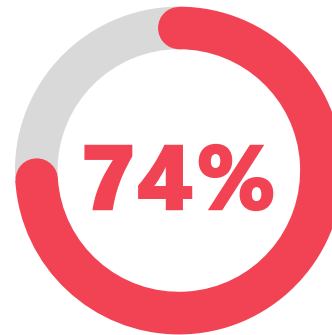
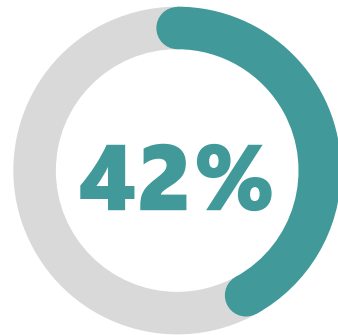
Use technology to plug gaps

Machine learning can help you to smooth over missing data. You don't need to have a perfect set to start working.

4. Act responsibly

Acting responsibly means treating customers with respect & integrity

I am happy to share my personal information with companies and brands that I like



I am concerned about how information collected about me when I go online is being used by companies

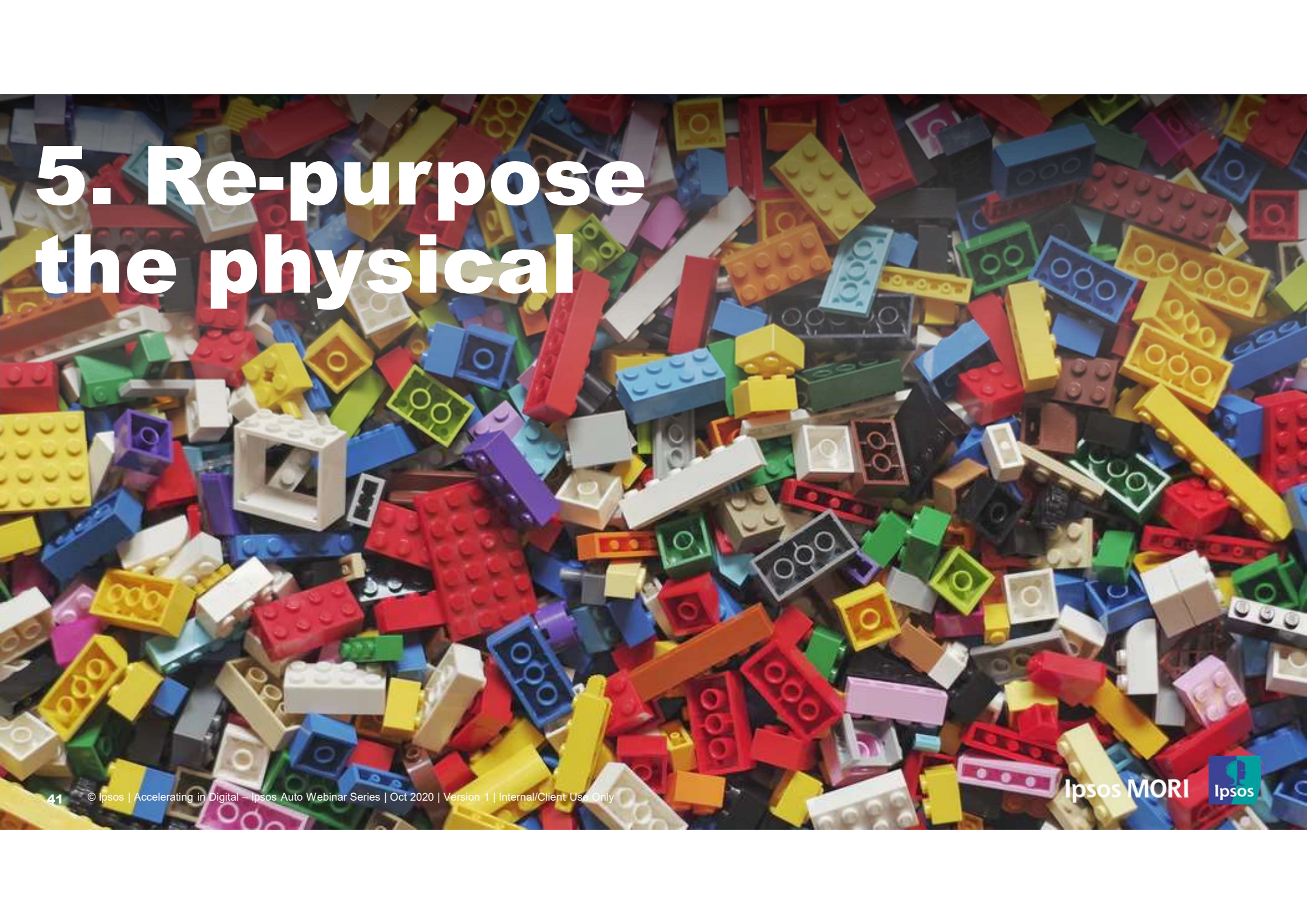
Ipsos Global Trends Study (2020) – June-July 2019 fieldwork
Attitudes towards online advertising

Google has a strong pov on privacy



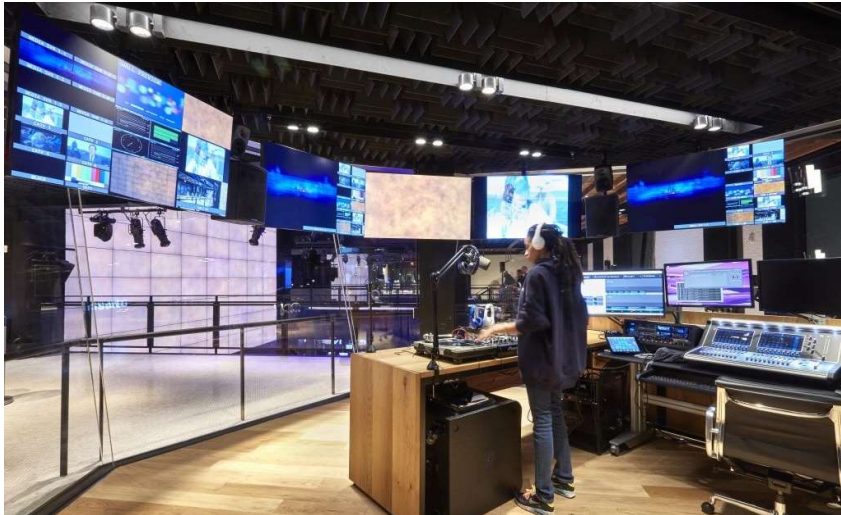
Google's approach to developing our ads products and partnerships is rooted in our belief that a successful ecosystem has to:

- Provide users **transparency** into how digital advertising works
- Ensure people's **choices** about the use of their data are respected
- Offer users **control** over their experience



5. Re-purpose the physical

Uniting the digital and physical and recognising that no one option is the solution

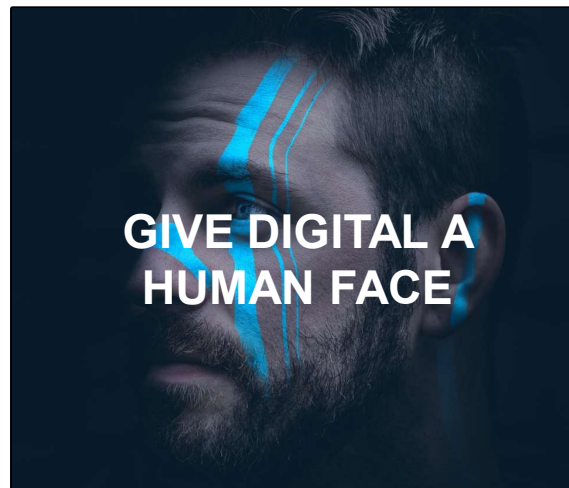
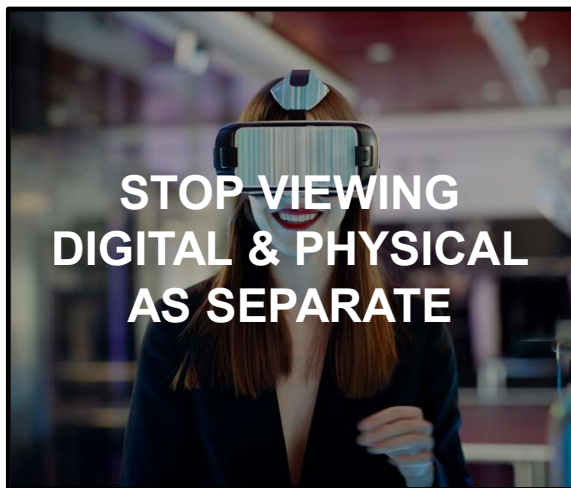


Samsung 857 space in New York transforms a physical space into a cultural destination & interactive playground



"Museum of Feelings" helping Millennials reconnect with their emotions using technology and the power of scent

Dealerships as the linchpin of the distribution chain and customer interaction—but not in their current form

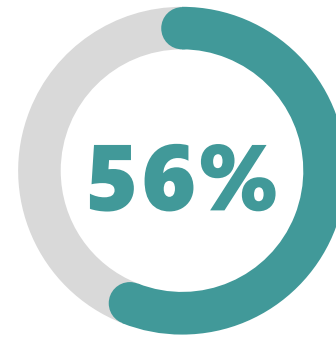


Fjord, Physical Fights Back

And we must think broadly about the car - buying audience and population



of the UK population cannot undertake foundational digital activities such as turning on a device, connecting to WI-FI or opening an app by themselves.



of global consumers think that they cannot keep up with developments in technology because the speed of development is too fast.

Ipsos Financial brand case study, Ipsos Global Trends 2020 - June-July 2019 fieldwork

A final sixth action to really get ahead

Proactively shaping the future

3

6. Be Agile

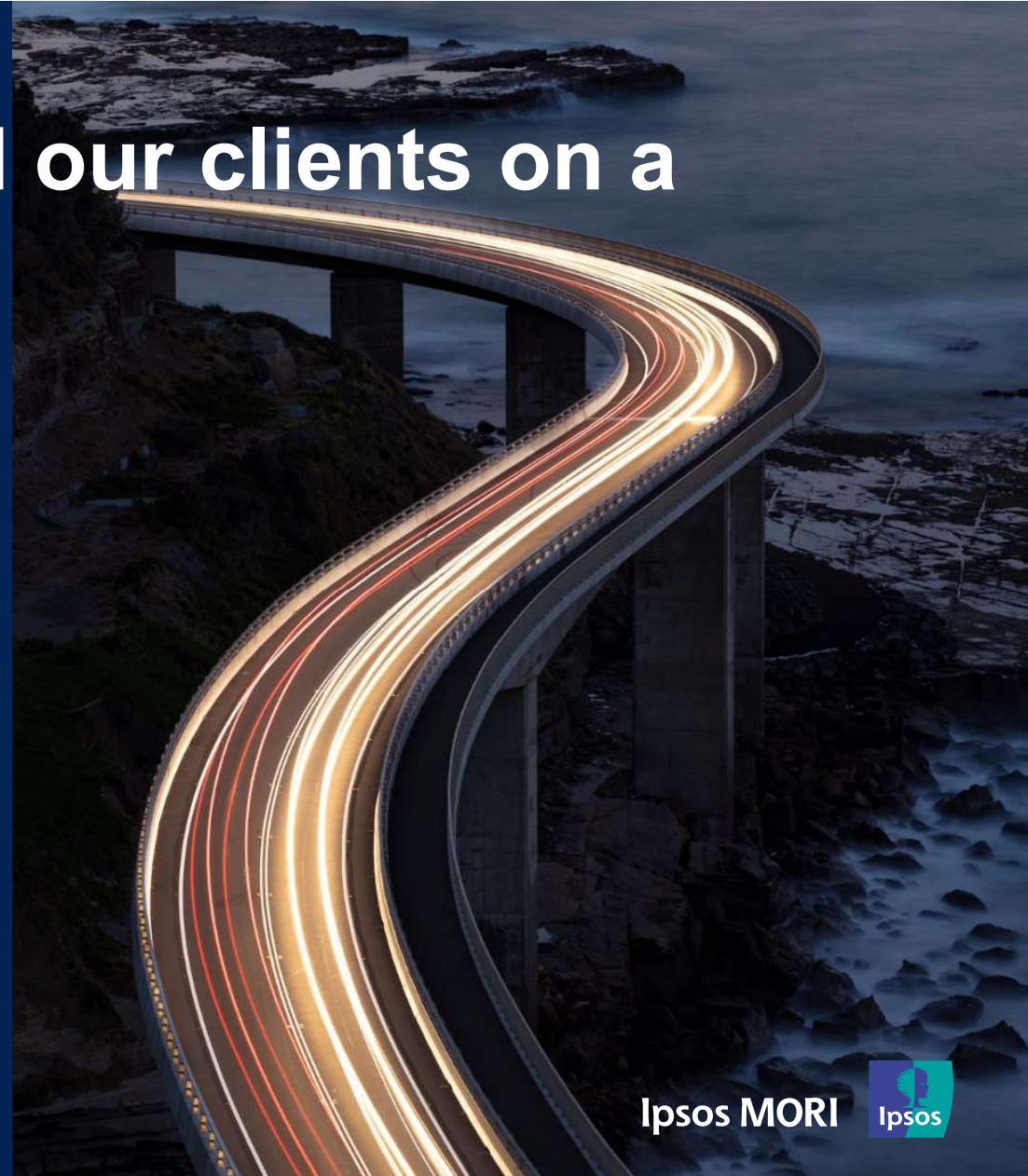


How we have supported our clients on a similar journey...

Several shifts are currently impacting the automotive industry

BUSINESS QUESTION

The client recognized they needed to understand how customer care expectation and customer interactions with dealerships will be impacted in the near- and long-term future.



We developed an agile 3-phase approach

Key phases



01. DISCOVERY & FRAMING

Understand the current brand dealership and automotive landscape



02. CUSTOMER EXPERIENCE TODAY & TOMORROW

Develop the future vision of the customer retail experience, honing in on emerging early indicators shaping the evolution



03. EXPERIENCE OF THE FUTURE ENVISIONING SPRINT

Drawing from the future customer experience themes, co-create the Experience of the Future in a two-day envisioning workshop

We created market foresight scenarios



CONTINUITY



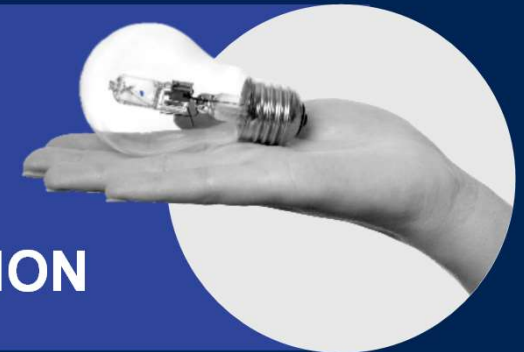
ECONOMIC COLLAPSE



**SOCIAL &
ENVIRONMENTAL
AWAKENING**



TRANSFORMATION



QUESTIONS & ANSWERS

GAME CHANGERS



THANK YOU.



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