

### The Future of Retail - Digital Transformation of Sales Processes in Automotive Distribution



#### The automotive retail market is facing a paradigm shift:

On the one hand, the habits and expectations of customers are changing, whereby internet shopping, flexible mobility and connected car are only three key words that describe this trend. On the other hand, established companies are facing intensifying competition from new players entering the market, partly with innovative concepts (car sharing, e-mobility, leasing, etc.). The distribution model for vehicles therefore needs to be rethought—for the benefit of the customer as well as the future of an entire business model.

Panoff Consulting developed a template for the global standardization and harmonization of distribution processes and systems for the managing board of a leading German automotive manufacturer.

#### Decision Template

The intention was to harmonize the processes for customer service on a world-wide basis. Of particular importance was the digitalization of the sale of vehicles, mobility solutions and financial services. The goals were a reduction of complexity and a 360° view of the needs and the purchasing behavior of customers. Analog and digital distribution channels were to be synchronized.

#### Technical Solution and Implementation Partner

After the adoption of the strategy, Panoff Consulting defined the requirements for the processes and systems, acted in a significant co-leading role for three years during the project, and ensured the successful implementation by coordinating the requirements management, the quality assurance, the actual implementation process and the rollout.

#### Measurable Results

The digital salesperson's workplace was successfully piloted and rolled-out in Germany. Implementations in other markets are planned.

Expansion of the concept for integrated digitalization of the sales processes to other group brands.



Panoff Consulting has the leadership and field experience to lead even complex constellations of interests to a mutually successful outcome.