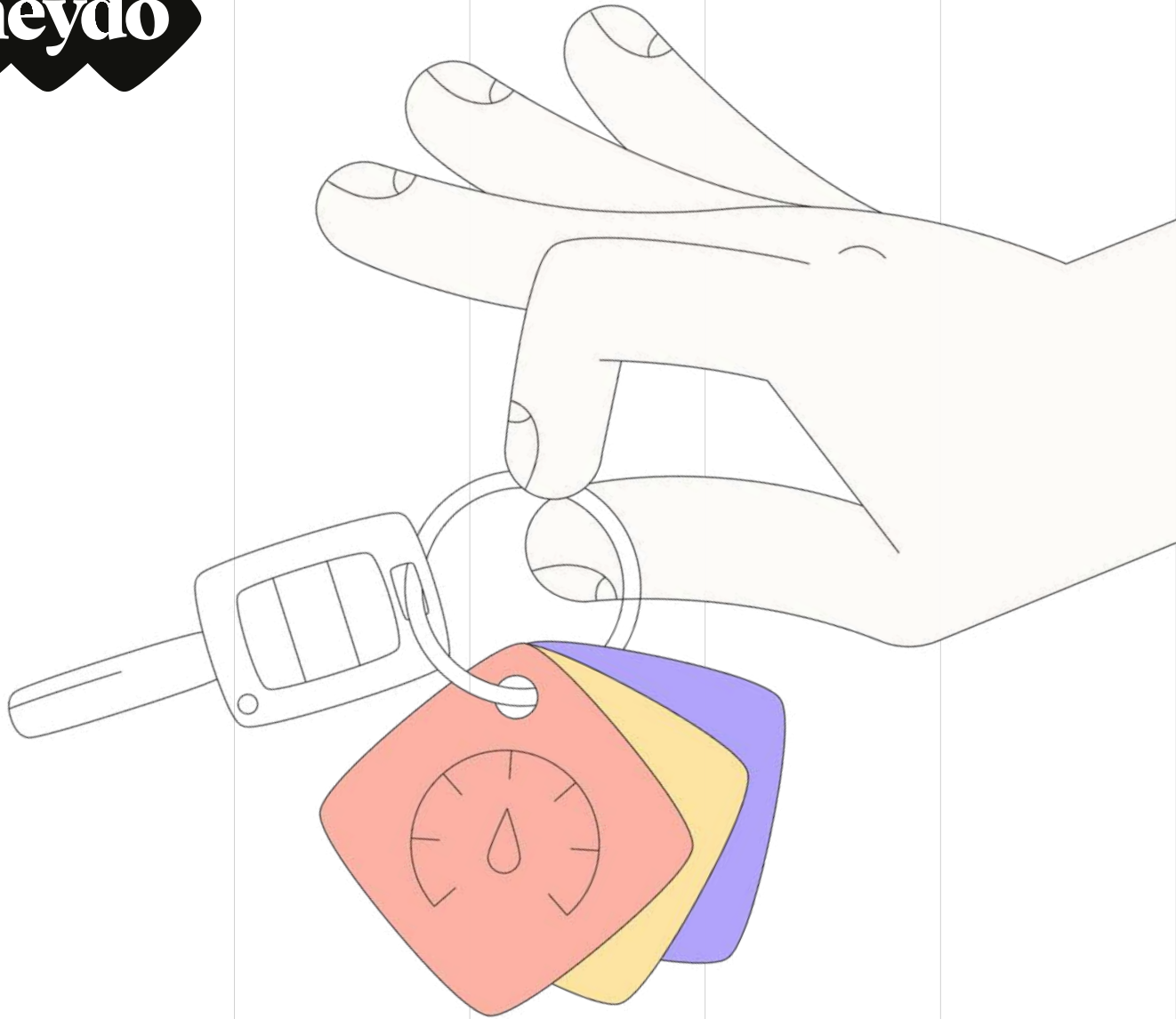


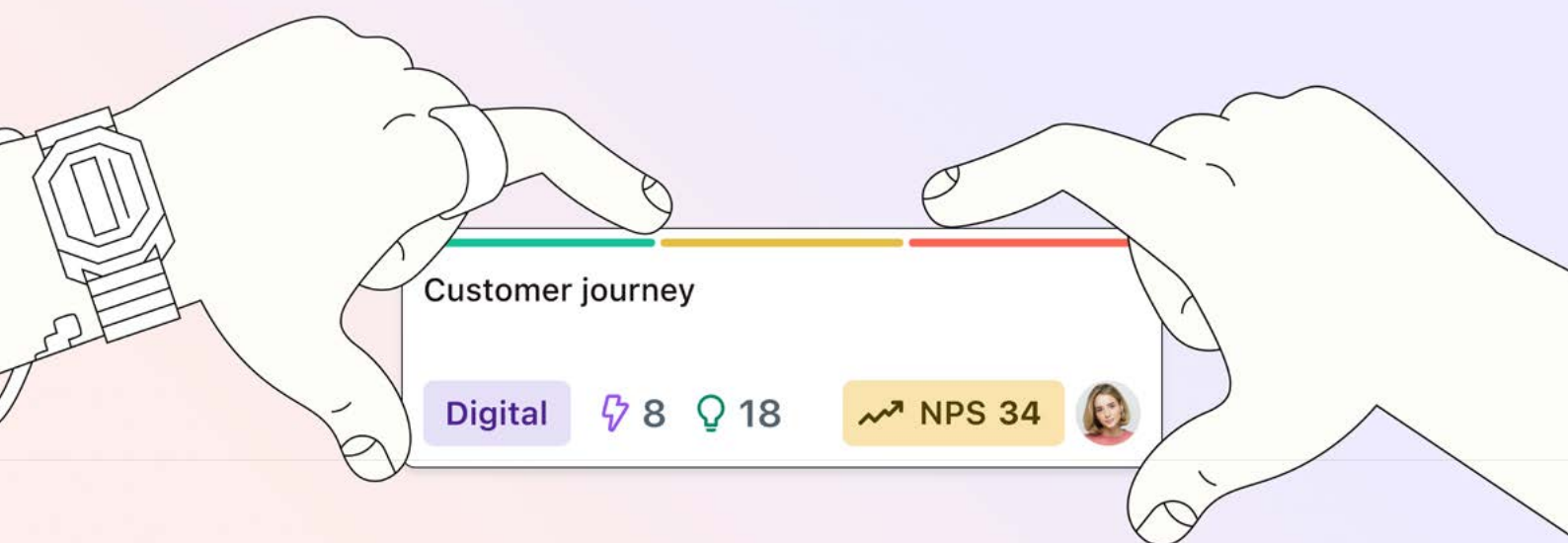


Revving up the automotive industry with Journey Management

Automotive companies are hitting speed bumps when it comes to meeting the evolving expectations of customers—managing the new distinct needs of electric vehicle (EV) users, and standing out in a highly competitive market. Prioritizing improvements based on customer journeys is the key to delivering a seamless experience across all touchpoints.

Common roadblocks to a smooth experience

- ◇ **Digital experience management:** As automotive companies introduce digital solutions, from advanced entertainment, navigation, and collision avoidance systems to virtual showrooms and digital sales and service portals, managing these experiences effectively is complex, yet crucial.
- ◇ **Understanding EV customer behavior:** EV users have unique needs, such as smart charging stations integrated with apps and optimal battery management systems, that require tailored strategies.
- ◇ **Standing out in the crowd:** Brands need to offer more than just a great car. Speaking directly to the customer's needs and providing an exclusive, memorable experience that adds value is what will differentiate you from other automotive companies.



Shifting gears to Journey Management

Use Journey Management to understand, design, and optimize customer experiences across all touchpoints and channels. By mapping and managing customer journeys, automotive companies can identify pain points, prioritize improvement areas, and deliver a superior, personalized experience.

- ◇ **Align around a single source of truth:** Get a North star vision for customer experience that shows exactly who is doing what and why.
- ◇ **Shift the focus to the customer:** Quit talking about product and technical details, like payload and axle weight, and make the conversation about the solutions that customers want.
- ◇ **Unpack the data:** By integrating with key metrics, teams can track the impact of their initiatives on business results and identify areas for improvement more efficiently.
- ◇ **Drive efficient growth:** Using journeys to help to shape strategy will improve decision-making and accelerate time-to-market with more customer value.



We can now easily place OKRs in a specific journey, assess areas for improvement, and then develop strategies to achieve those goals. This allows for more meaningful discussions that everyone can comprehend.

Polestar

Fredrik Cederlof
Head of Global Customer Insight & Analytics, Polestar

TheyDo: guiding your journey to customer obsession

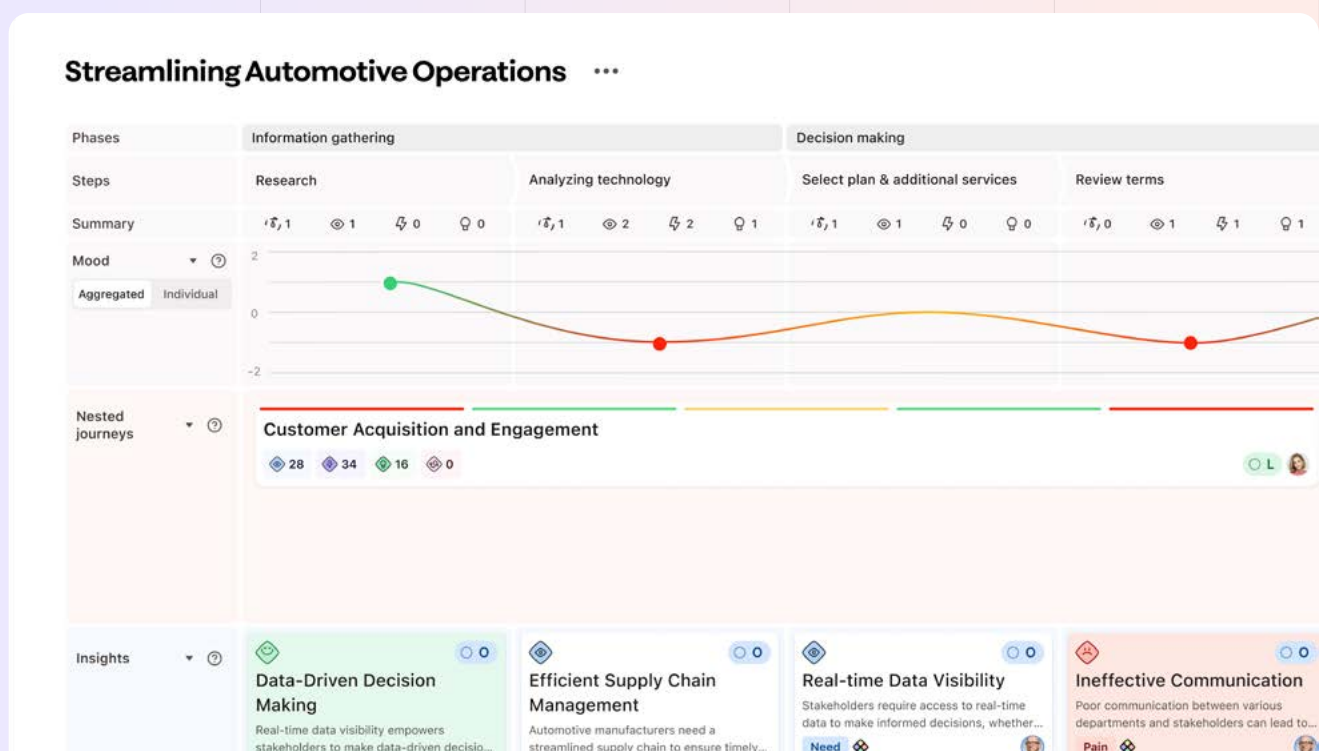
TheyDo's Journey Management platform offers a secure, enterprise-grade solution that helps automotive leaders drive transformation by putting journeys at the center of the customer experience. We empower automotive companies to manage and improve customer journeys by helping you to prioritize and address the most critical areas for improvement.



TheyDo has been fundamental in our hands-on work within customer journeys both to map activities, gather customer insights, and track improvements over time.



Peter Bjork
Chief Product Officer, Scania



The platform for industry leaders

Join the ranks of industry leaders who have chosen TheyDo to revolutionize their customer experience.



Polestar



Curious about how **Journey Management** can accelerate your automotive company's success?

Learn more