Consumer Demand Analytics for Auto Industry Leader

Client Background

The client is a global software company that specializes in automotive, telecom, and insurance agencies.

Their services range from turnkey to custom solutions: website and platform-based application development, lead management and distribution, configuration management, demand intelligence, and business insight generation.

In addition, the client offers innovative automotive solutions, digital applications, and consumer insights to original equipment manufacturers (OEMS) and dealers. The patented technologies empower such industry leaders as Ford, Hyundai, and many others. The company is based in Austin, Texas, with offices in Bangalore, India and Hangzhou, China.
Business Challenge

The client wanted to gather information to tailor more vehicles to the demands of their customers. They approached SoftServe for help with an auto-specific solution that would enable them to understand and measure demand for new vehicle or model refresh before takeoff.

Solution

SoftServe helped to develop a smart, easy-to-use solution that integrated into the client’s existing infrastructure.

The web tool allows the OEMs to gain the preferences of their customers. Manufacturers get to know what make, model, and color consumers select in particular areas, while configuring the desired vehicle. The tool analyzes the shopping behavior of tens of thousands of customers, and provides actionable intelligence to optimize mix profit. Customer behavior can be forecast based on a granular demand on the market by geolocation, sex, age, and other parameters.

The solution at a glance:

- Quickly set up and launch vehicle line configuration based on: part classes, parts, packages, options, and rules (include, exclude, standard, not available, etc.)

- Collect details about each visitor, their actions on the site, and what vehicle they configure

- Generate variety of reports, such as model demand, option demand, demand by region, demand by price, etc. (Reporting module)

- Avoid false signals (Analytics engine)
Value Delivered

SoftServe helped to create an innovative, analytical, and profitable solution that auto industry leaders, such as Ford, Hyundai, and dozens of OEMs already use.

With this state-of-the-art solution, OEMs can:

- Capture customer preferences
- Provide actionable intelligence to optimize profits
- Design granular demand on the market with geolocation, sex, age, and other customer parameters
- And increase profit on important launches — yielding $20M in extra mix profit on average
About SoftServe

With over 20 years of experience in digital software development and consulting, SoftServe is a global leader in solving complex business problems, creating industry disrupting technology and accelerating growth and innovation while optimizing operational efficiency. From leading ISV to Fortune 1000 digital enterprises, SoftServe has transformed the way thousands of clients do business with the most innovative technologies and processes in Big Data, Internet of Things (IoT), DevOps, digital commerce, security, and experience design.

Visit www.softserveinc.com to learn more.

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