

CASE STUDY

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.

The 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 US

SoftServe is a digital authority that advises and provides at the cutting-edge of technology. We reveal, transform, accelerate, and optimize the way enterprises and software companies do business. With expertise across healthcare, retail, media, financial services, software, and more, we implement end-to-end solutions to deliver the innovation, quality, and speed that our clients' users expect.

SoftServe delivers open innovation—from generating compelling new ideas, to developing and implementing transformational products and services.

Our work and client experience are built on a foundation of empathetic, human-focused design that ensures continuity from concept to release.

We empower enterprises and software companies to (re)identify differentiation, accelerate solution development, and vigorously compete in today's digital economy—No matter where you are in your journey.

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USA HQ

201 W 5th Street, Suite 1550
Austin, TX 75703
+1 866 687 3588

EUROPEAN HQ

One Canada Square
Canary Wharf
London E14 5AB
+44 (0) 800 302 9436

info@softserveinc.com
www.softserveinc.com

softserve