ORACLE

3 Automotive Industry Challenges and How to Conquer Them

Automotive firms face challenges connecting data across departments, reaching customers, and adapting to new technology. Utilizing Oracle CX solutions across sales, service, and marketing can help you engage customers, empower dealers, and offer next-level customer care.

Common automotive challenges

Capabilities needed to succeed

Siloed customer data

Automotive companies can't connect customer data from various systems, regions, and channels with real-time behavioral data, frustrating employees and customers.

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Oracle Unity Customer Data Platform

Unify people, processes, assets, and data on a single platform to help the sales and service teams communicate with consumers more effectively.

Inability to scale marketing efforts

New technological trends and a media landscape saturated with advertising make it difficult for automotive companies to reach customers and directly engage with them.

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Oracle Eloqua Marketing Automation

Design and deploy coordinated marketing campaigns across regions with messages that resonate with potential vehicle buyers or those needing service.

Mediocre digital support

Evolving customer expectations for faster, more personalized responses and experiences require dealerships to adapt to rapid technological advancements.

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Oracle Service

Enable smarter service predictions, lifecycle automation, and seamless digital experiences to enhance dealership service center loyalty.

CUSTOMER SUCCESS

A major car brand utilized Oracle Unity, garnering email open rates around 50% when targeted toward car owners and about 90% for campaigns that notified customers about new car launches.

Turn customer data into amazing experiences

Quickly identify sale opportunities, convert online shoppers into high-value leads, engage customers, and deliver an enjoyable automotive buying experience with Oracle Customer Experience solutions.

Learn more