CDKGlobal

THE INEVITABLE TRANSFORMATION OF AUTOMOTIVE RETAILING

Marcus Dacombe
Product Marketing Director (International)
CDK Global

Presenter - Marcus Dacombe

I am a Product Marketing veteran in telecoms and technology, with experience spanning 20 years. I specialise in why the customer buys, and why they come back for more.

Understanding how consumer behavior drives change is critical to how companies evolve and remain competitive in today's digital economy.

CDKGlobal

At CDK Global, we enable seamless automotive consumer experiences using technology.

From dealer management systems to mobile applications, we help you stay connected to your customers every step of the way. Global experience and local understanding helps us to find innovative solutions for our fast paced automotive industry.

It is inevitable

Consumer power

Future formats

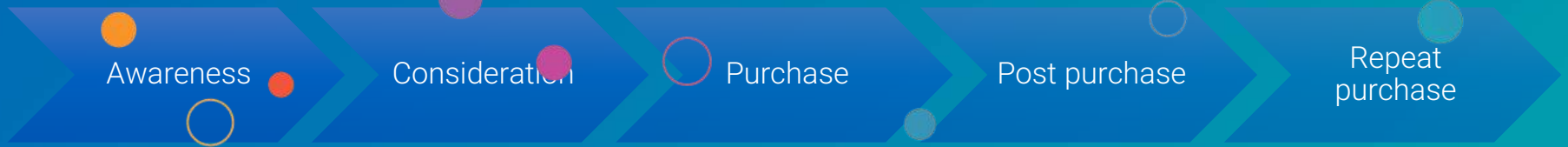
Curated content

Assisted reality

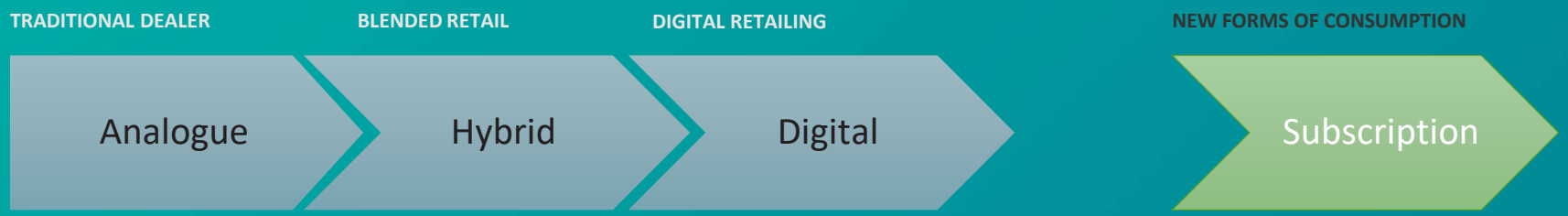
Connected economy

VIDEO PLACEHOLDER

A fragmented experience



An evolving model



Consumer power

Now

Seamless virtual and
physical retail experience

Next

Transparency leads to greater control

Wow

Redefining the rules

Future formats

Now
Digital retailing and new retail models

Next
Self serve test drives

Wow
Lifestyle driven subscriptions

Curated content

Now
Curated content through digital channels

Next
Data science, purchase decisions

Wow
Authentic AI driven collaboration

Assisted reality

Now
Chat bots respond to customers online

Next
Data science, dealer decisions

Wow
Humanoid receptionists greet customers

API economy

Now

Partners and technology restless to collaborate

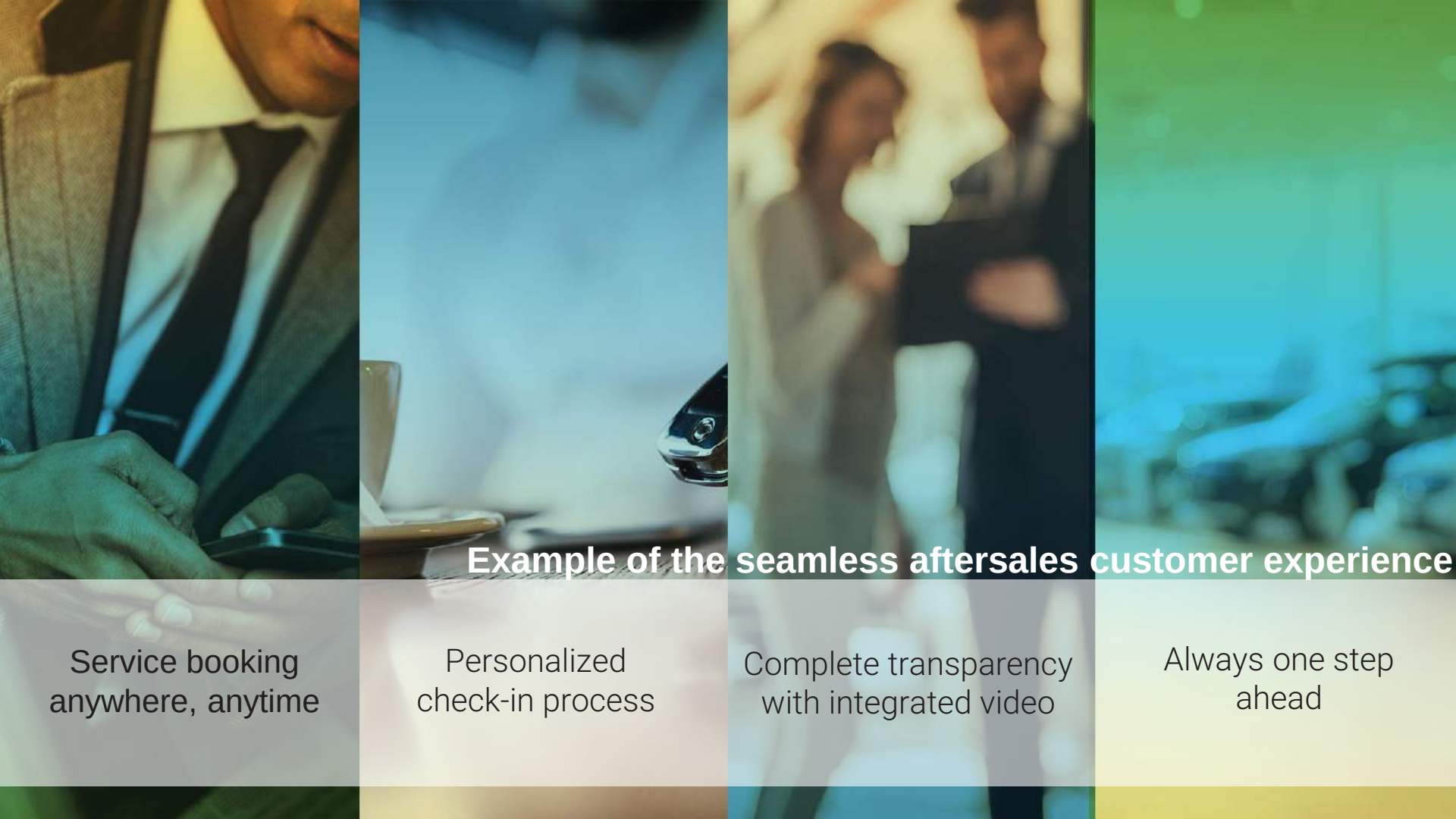
Next

Connected automotive ecosystems creating shared value

Wow

Fully connected lifecycle ecosystem creating new opportunities

A seamless future



Example of the seamless aftersales customer experience

Service booking anywhere, anytime

Personalized check-in process

Complete transparency with integrated video

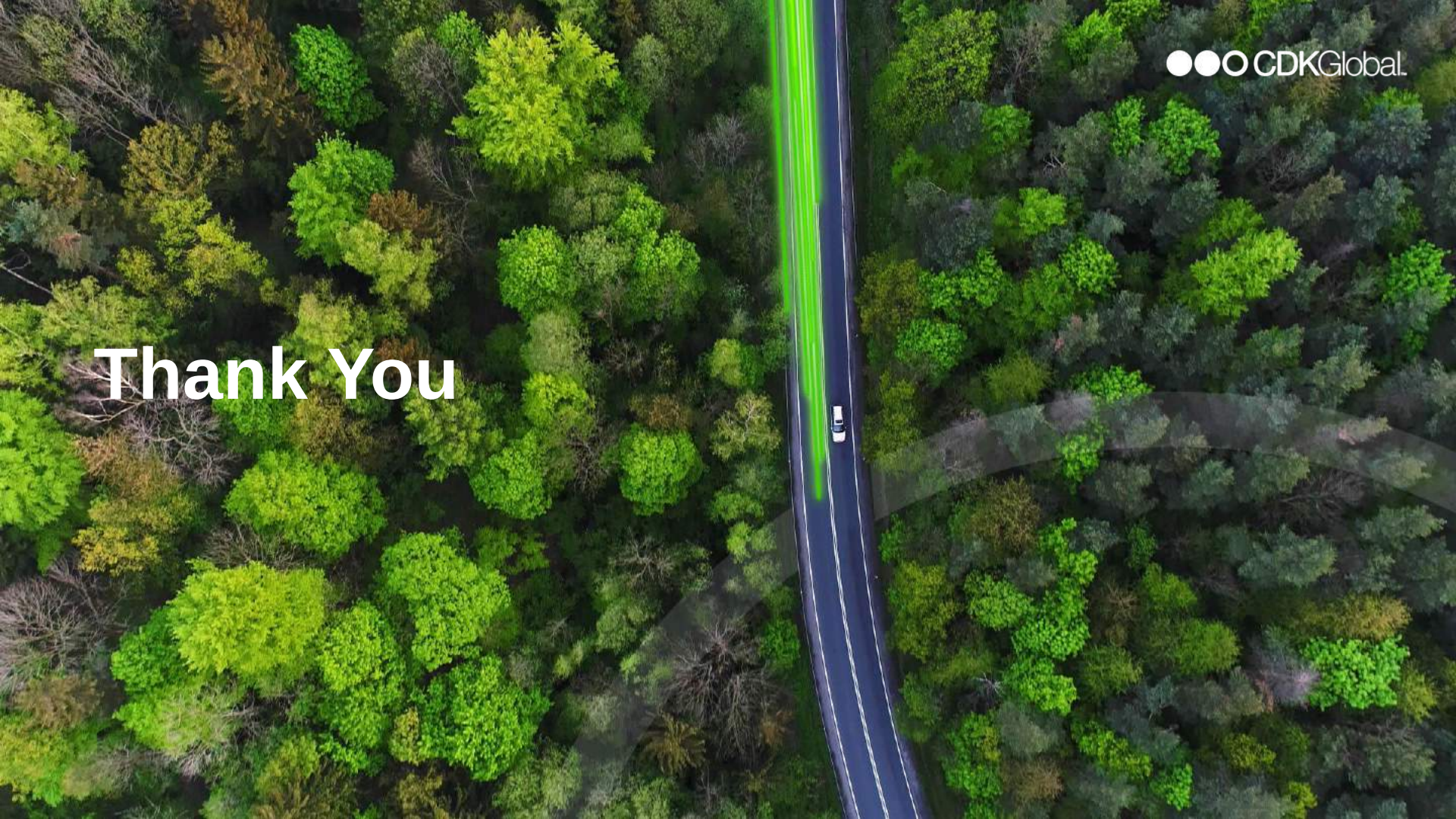
Always one step ahead

Shift

Mindset
open to change

Skills
adapt at speed

Ways
networked ecosystems


CDKGlobal
Thank You