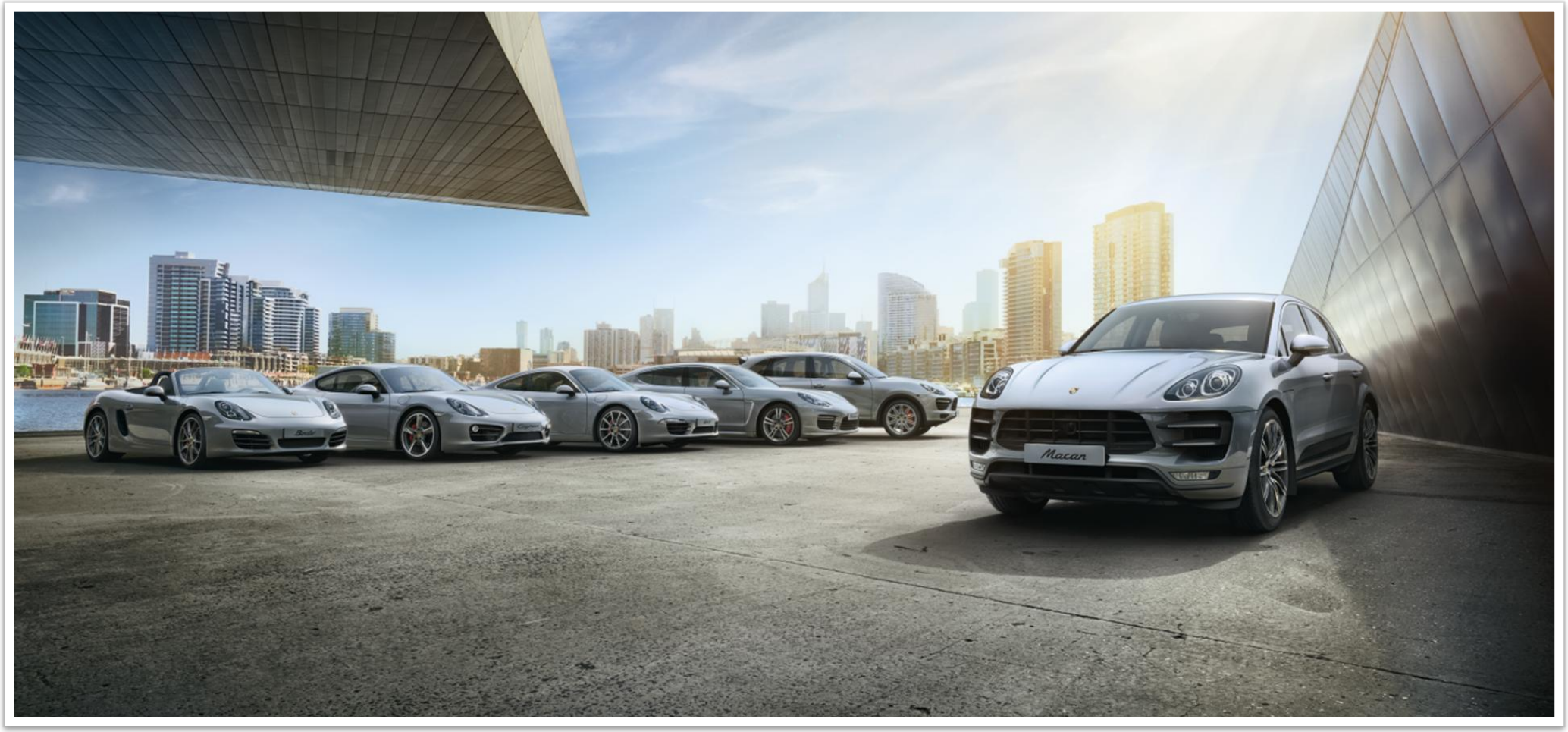
PORSCHE

CRM @ Porsche

Accelerate Marketing and Sales with Data-Driven Insights

Patrick Gärtner
Manager Customer Relations
Dr. Ing. h.c. F. Porsche AG

Our product range: the strongest and most attractive model range in our history



Source: Porsche AG

Dr. Ing. h.c. F. Porsche AG: Engineering Company & Fascination Sports Cars

Rational performance promise

German engineering expertise
Genuine
Sustainable
Reliable
Intelligent
Functional
Dr. Ing.
Authentic
Safe
Efficient
Quality
The Porsche and Piëch families
Inventive
Advanced technology
Innovative ideas

Emotional performance promise

Exclusive
Passion
Awesome sound
Sporty
Attractive
Driving pleasure
Concept harmony
Fast
Fascination Sports Cars
High-performance
Achievable dream
Agile
Individual
Luxurious
Member of an exclusive community
Timeless design

Source: Porsche AG

Facts & Figures (January to December 2013)

19,456

Employees

162,145
Vehicles

Deliveries

14.326
bn euros

Revenue

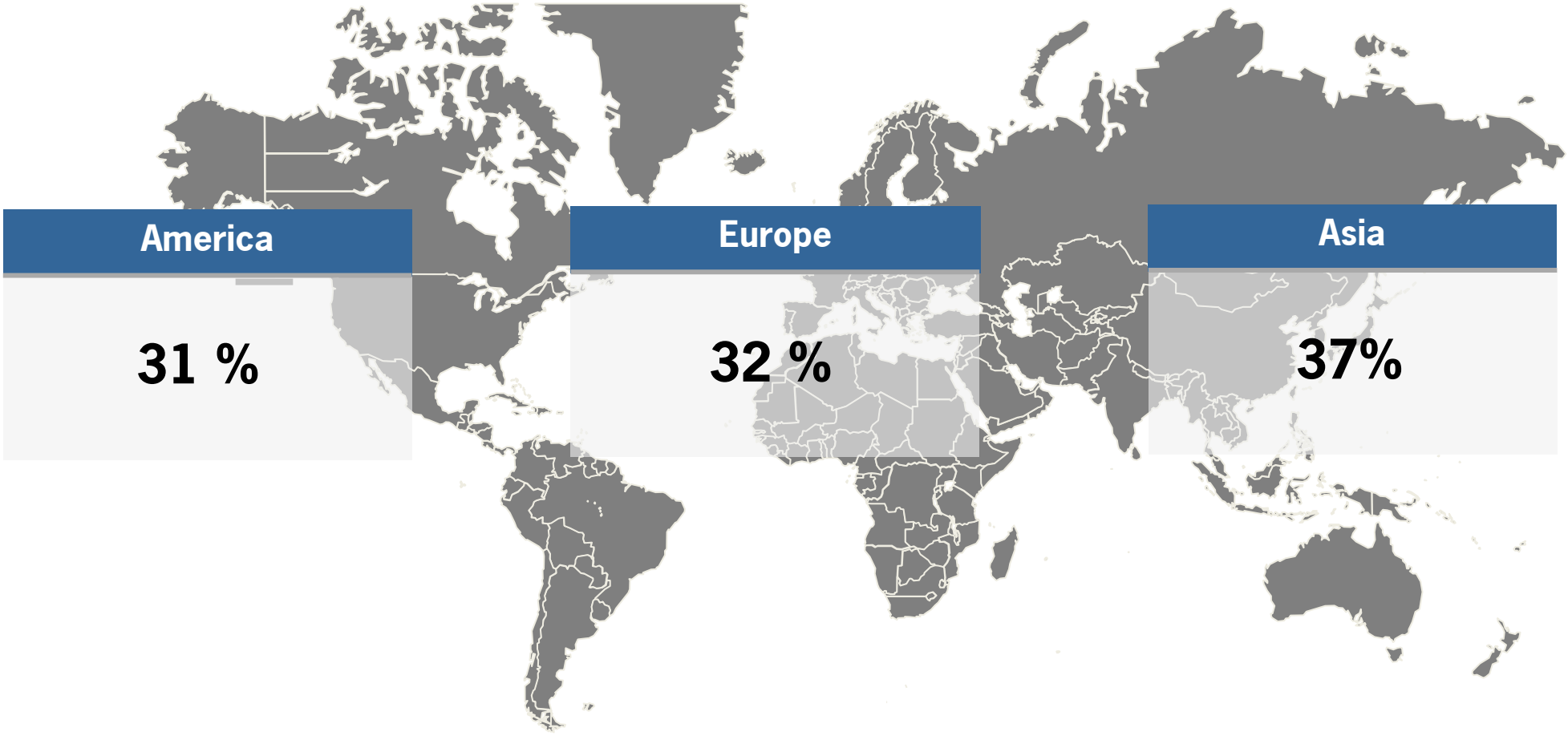
2.579
bn euros

Operating result

Source: Porsche AG

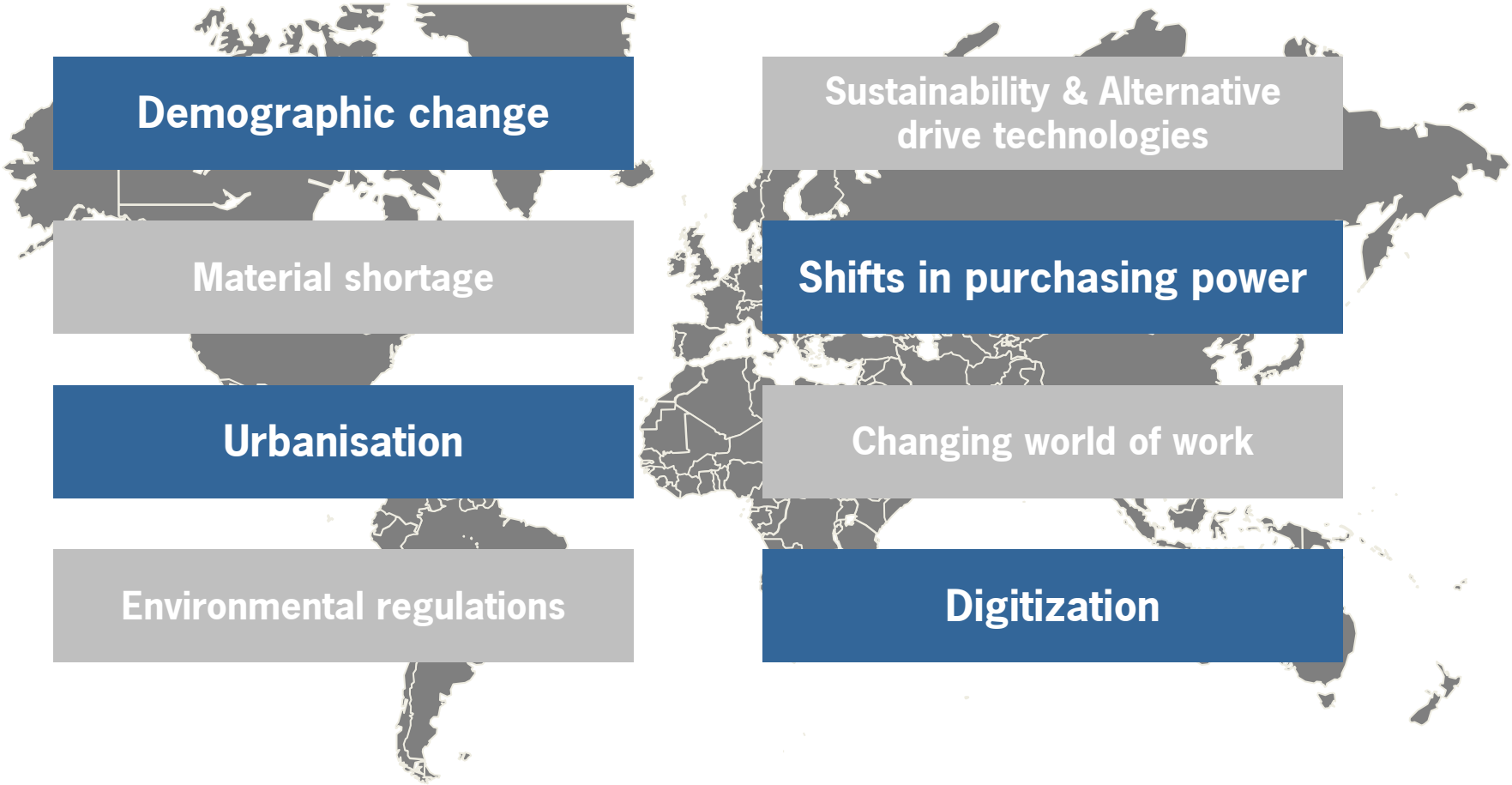
With an optimal balance of vehicle deliveries among sales regions while operating in a total of 125 markets

Distribution of Customer Deliveries in 2013



Source: Porsche AG

Current and future trends in automobile industry result in continuously changing customer needs and expectations



Source: Porsche AG

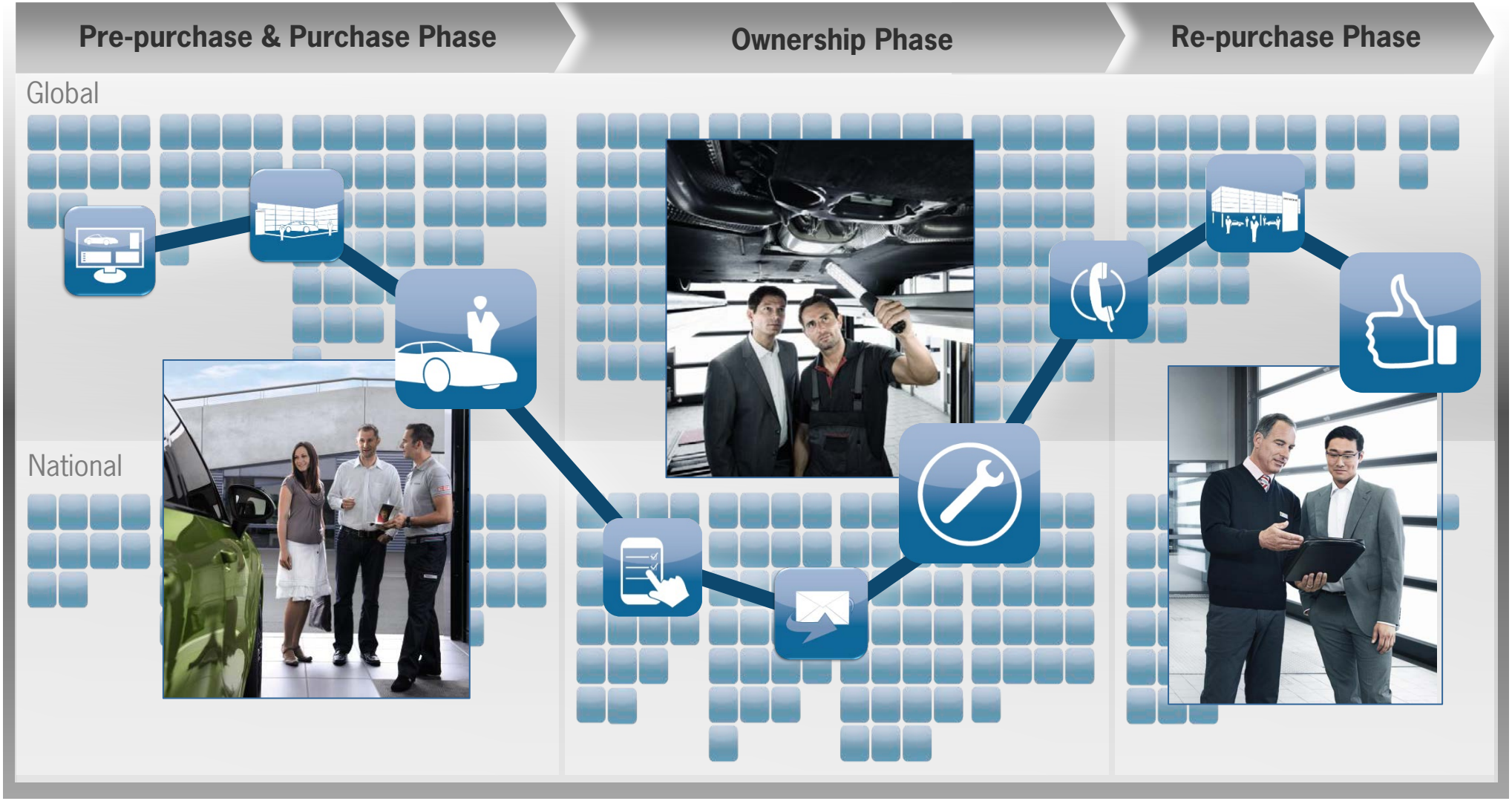
Porsche Strategy 2018: With „Customer Experience“ as key component

PORSCHE Strategy 2018

- Serving over 5 Mio. customers and prospects worldwide
- Understanding our customer needs and expectations
- Managing over 80 Mio. customer touch points every year
- Harmonious coordination of all relevant customer processes

Source: Porsche AG

Key challenge: Provide a unique and highly individual purchase and ownership experience – every day, at every touch point



Porsche solution: Holistic CRM approach with consolidated data, integrated processes and globally coordinated customer touch points

Holistic „360“ CRM@Porsche data and process platform

CRM Porsche

Porsche Customer Journey

Integrated Processes

Porsche AG

Porsche Wholesale

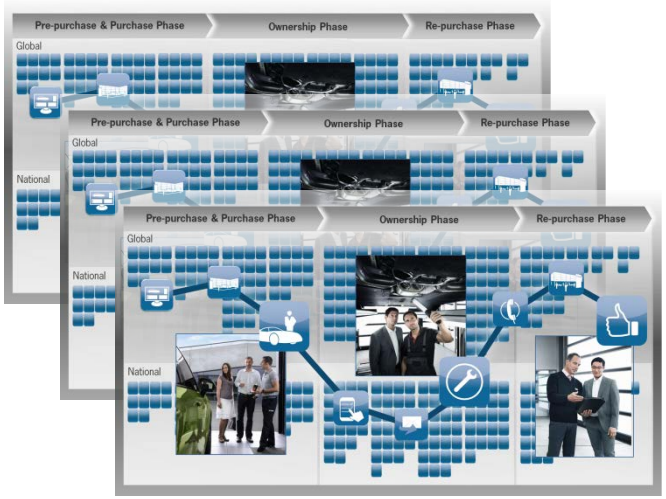
Porsche Dealer

Customer Data

Vehicle Data

Relationship Data

Transactional Data

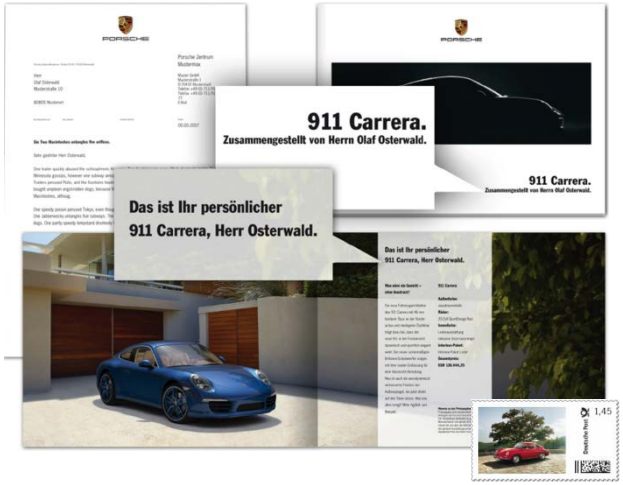


Integrated processes → **One process and data platform** → **Delighting Customer Experience**

Source: Porsche AG

Example “Porsche Follow-up Mailing”: CRM@Porsche enables highly individualized customer contacts

Focus: Customer



- Highly individualized mailing after the vehicle configuration
- Unique and dealer-integrated process, thus fully automated

Process Porsche

Process: Follow-up Mailing

- Customer Contact
- Vehicle Configuration at the Dealer
- Consolidation of all relevant data
- Creation of one-of-a-kind mailings for each customer
- High quality digital print
- Special franking
- Dispatch in the name of the dealer

Customer: Receives Follow-up Mailing

Result: Excitement

„Truly exceptional.“

„That is Porsche in perfection und exclusive where others just provide just standard.“

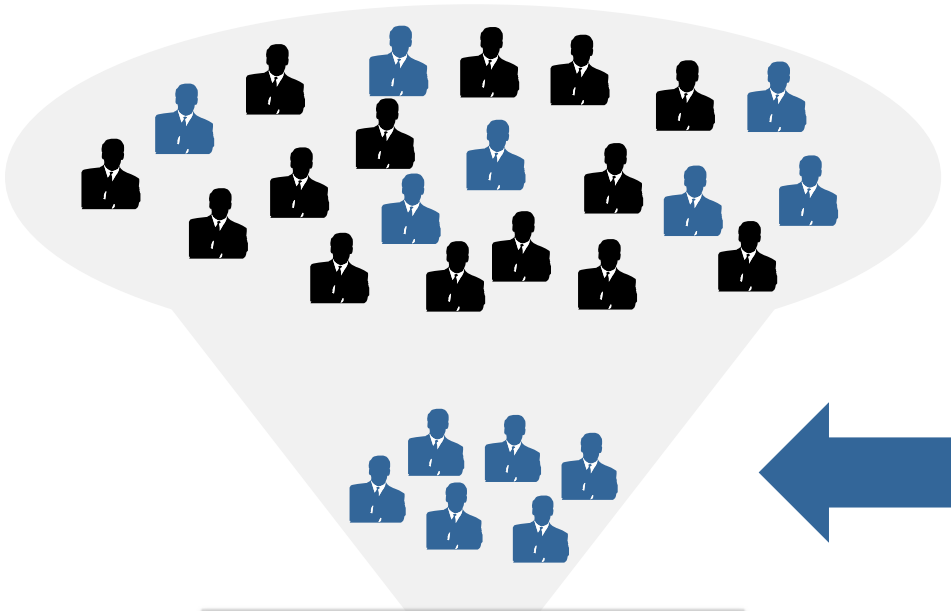
„Wow – that‘s truly Porsche!“

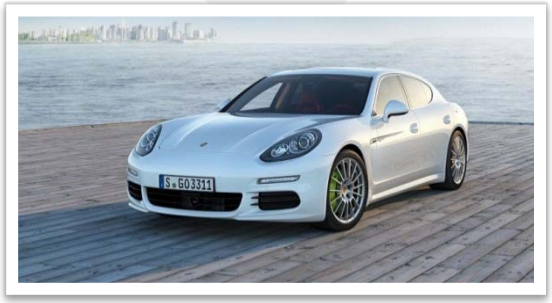
„That piece really surprised me - Thanks!“

Source: Porsche AG

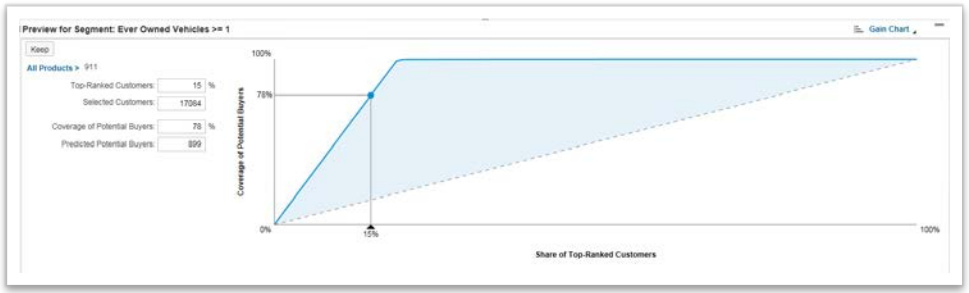
Example “Predictive Customer Segmentation”: Can we identify customers today, who will most likely buy a Porsche tomorrow?

Focus: 100% relevance to the customer & most efficient allocation of budgets





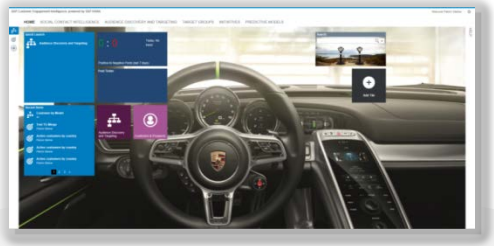
- Analyzing customer, vehicle and relationship data to identify purchasing patterns
- Target only those customers that have a high purchase affinity – thus are “in the market”



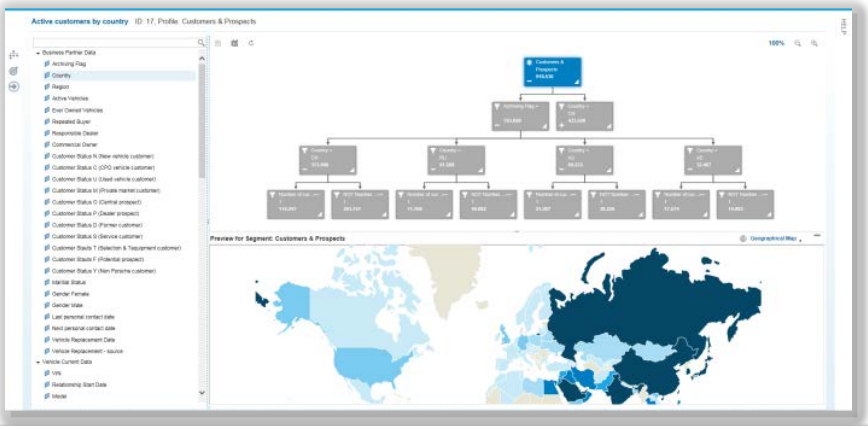
- 100% „relevant“ customer communication
- 100% “optimized” budget allocation

Source: Porsche AG

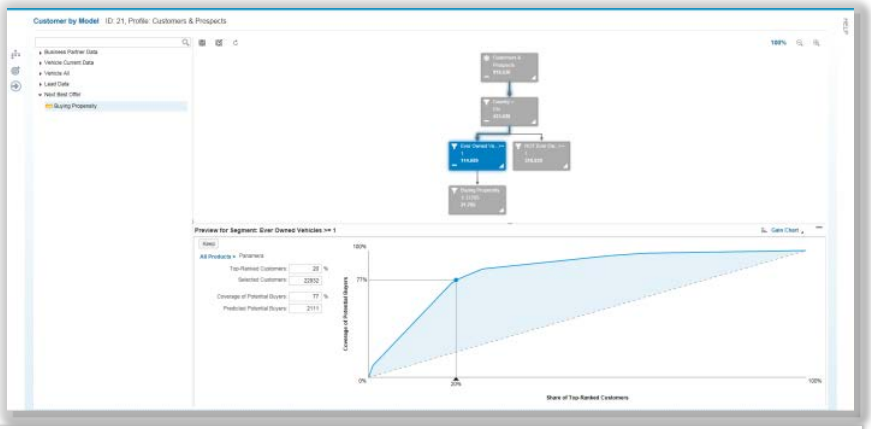
Next Generation CRM@Porsche: Make use of the HANA technology to combine real-time segmentation with real-time predictive analytics



Customer Segmentation in real-time



Applying Predictive Analytics



Main benefits:

- Seamless and highly efficient integration of real-time segmentation with predictive modeling
- Facilitate highly individual customer care programs by customer centric segmentation process

Source: Porsche AG

Let's never forget … It's all about the customer!

Source: Porsche AG

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