

TRANSFORMING THE CUSTOMER CARE EXPERIENCE

AT VOLVO CARS



SOFIA STERNER CEDERLÖF

V O L V O

People and safety – since 1927

“Cars are driven by people. The guiding principle behind everything we make at Volvo, therefore is – and must remain – safety.”

Assar Gabrielsson & Gustaf Larson, the founders of Volvo

V O E V O

WE EXIST TO SERVE A BIGGER PURPOSE

Freedom to move – personal, sustainable and safe



A man in a dark jacket and trousers is walking from left to right in the foreground. In the background, a white Volvo SUV is parked on a city street. The building behind the car has striped awnings with the text "CASA MONO" on them. The scene is lit with dramatic, low-angle light, creating strong shadows and highlights.

AUTOMOTIVE IS CHANGING

TRADITIONAL AUTO LANDSCAPE

ESTABLISHED SUPPLIERS



ESTABLISHED PREMIUM OEMS

TRADITIONAL AUTO LANDSCAPE

NEW COMPETITIVE LANDSCAPE

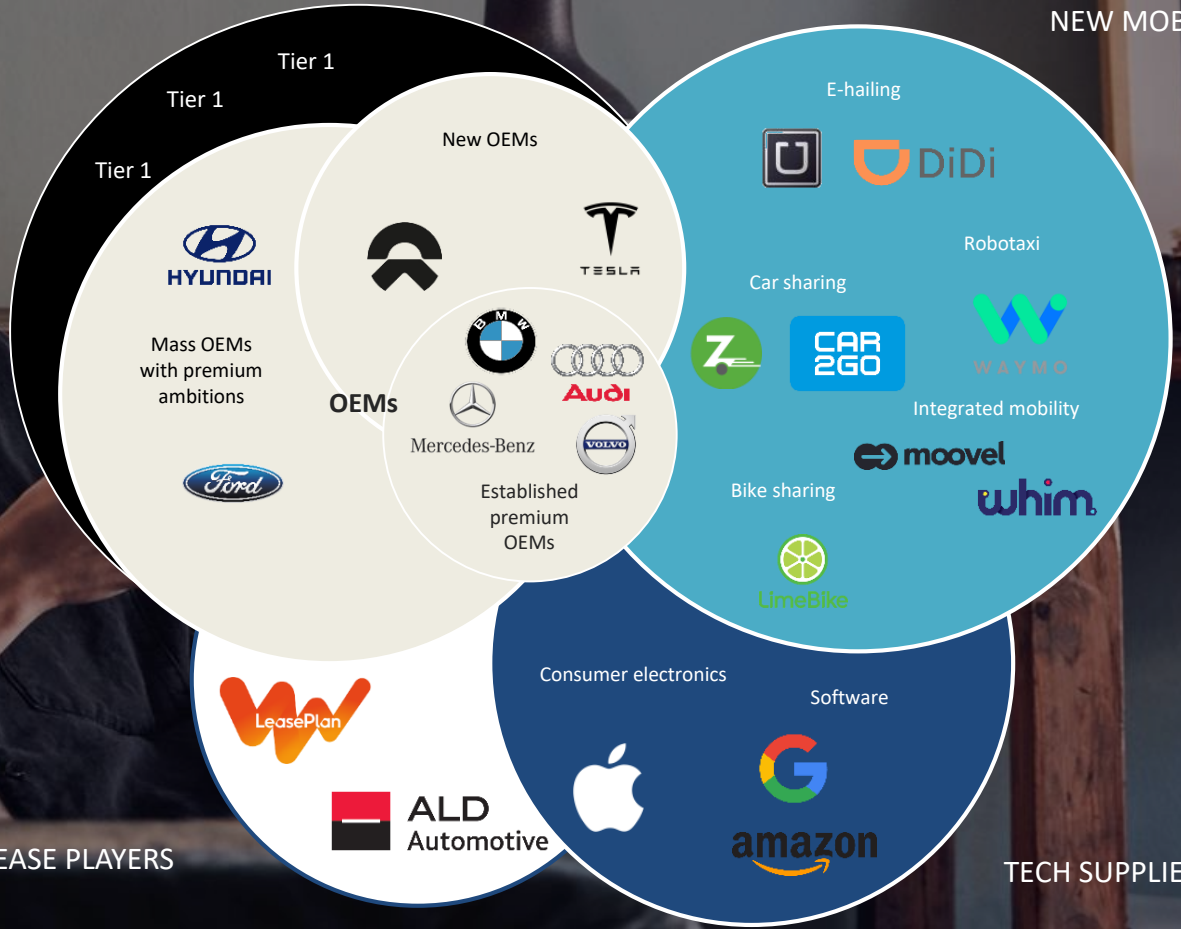
ESTABLISHED SUPPLIERS

ESTABLISHED SUPPLIERS

NEW MOBILITY

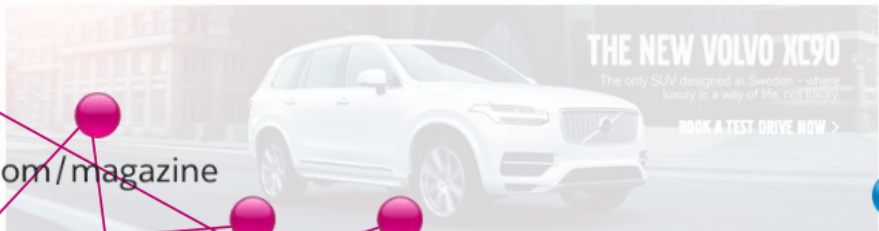


ESTABLISHED PREMIUM OEMS



LEASE PLAYERS

TECH SUPPLIERS



TV

.com/magazine

Display

Social

Search

.com/finance

YouTube

App

.com/modelpage



.com/finance

YouTube

TV

.com/modelpage



Volvo Cars

The only SUV designed in Sweden - where luxury is a way of life, not luxury!



Display

Social

TV

YouTube



AWARENESS

CONSIDERATION

SIGN UP

USAGE

RETENTION

XC90 Starting from \$49,905

XC60 Starting from \$36,405

XC40 Starting from \$39,305



Available in PLUS-IN HYBRID Sophisticated strength, elegantly crafted. You are at the heart of an in-command drive

Available in PLUS-IN HYBRID The all-around award winning performer that's a pleasure to drive whatever your journey

CO: 184 - 49 MPG Combined 34.9 - 134.5

CO: 169 - 49 MPG Combined 38.2 - 134.5

CO: 166 - 131 MPG Combined 39.2 - 58.5

Email

Configurator

.com/brochure

Dealer

.com/testdrive

Event Sign In

.com/contact

Dealer

.com/dealer

.com/finance

.com/modelpage

Parking Subscription IoT

Dealer

Push

Dealer Service

App

Care By Volvo

Subscription IoT

Call Centre



AWARENESS | **CONSIDERATION** | **SIGN UP** | **USAGE** | **RETENTION**

MOMENTS OF TRUTH

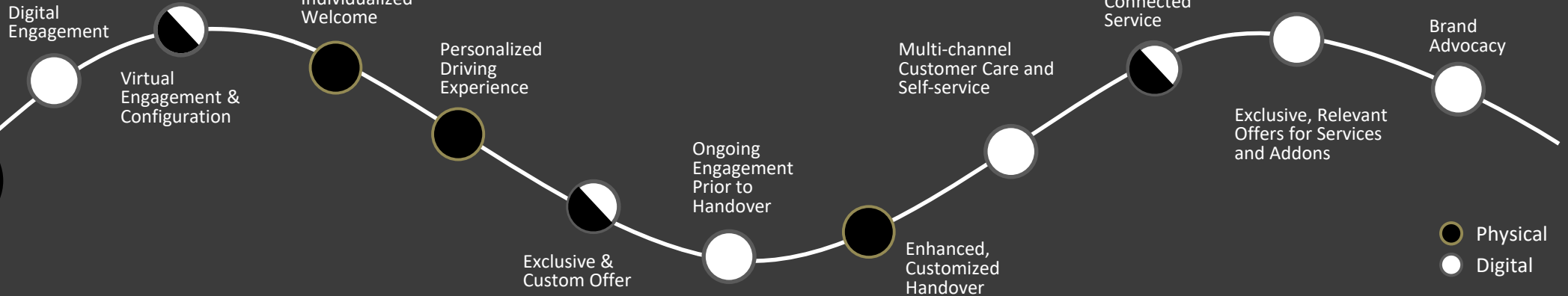
Know Product | Collect Info | Visit Studio/Showroom | Test Drive | Offer & Order | Await Delivery | Deliver Car | Quality Service | Breakdown/Roadside | Living Marketing | Loyalty Services

LEAD






CUSTOMER

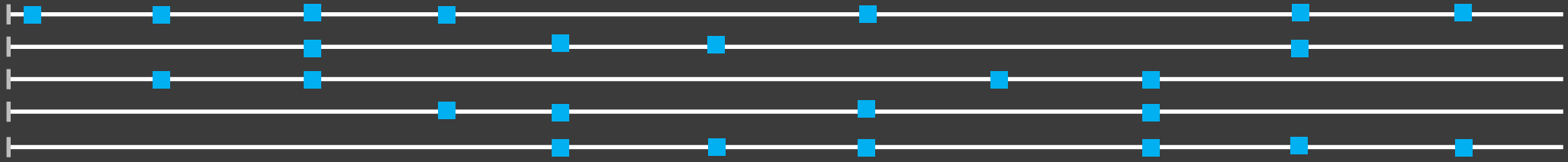
LOYAL

CONSUMER JOURNEY



SALESFORCE ENABLEMENT

-  Marketing Cloud
-  Sales Cloud
-  Service Cloud
-  Partner Community
-  Customer Community



● Physical
● Digital

CUSTOMER CARE VISION

salesforce



- Have all the relevant consumer data and history readily available in one system to ensure a **360 view of the consumer** and a **seamless consumer experience**



- Have **all the relevant communication channels** available to interact with the consumers



- Offer a **simple but powerful Service Cloud solution** for handling Customer cases and Consumer interactions

CONSUMER METRICS

NPS

Measuring consumer satisfaction after interaction.

FCR

Was the case solved at first contact.

OPERATIONAL METRICS

ASA

How fast did we answer

AWT

How long did the customer wait

AHT

How quickly was the case handled

TTR

How fast did we resolve the case





ACTION

1. Start small and work agile
2. Needs driven rather than list of requirements
3. Put the focus on the transformation journey

An aerial, high-angle photograph of a multi-lane highway. The road curves to the right. In the foreground, a blue Volvo SUV is driving away from the camera. Further down the road, several other vehicles, including a white car and a dark car, are visible. The highway is bordered by concrete barriers and has white lane markings. The background shows some greenery and a building on the left side.

THANK
YOU!