



C3 AI CRM Automotive

AI-First CRM for the Automotive Industry

C3 AI® CRM for Automotive is an AI-first CRM that is purpose-built for professionals at automotive suppliers, OEMs, and dealerships, providing industry-specific capabilities for sales, marketing, services, channel partners, field services, and procurement. C3 AI CRM includes the comprehensive and leading sales, marketing, and customer experience capabilities of Microsoft Dynamics 365 and Adobe Experience Cloud.

Using C3 AI CRM, automotive professionals can improve revenue forecasting accuracy, mitigate customer churn across the automotive value chain, improve product and demand forecasting capabilities, generate quotes faster, and maximize customer lifetime value with smarter aftermarket services.

C3 AI CRM integrates data across the automotive value chain—such as supplier production and inventory data, demand forecasts, vehicle, telemetry, vendor and dealer management systems, and driver account profiles—with 3rd-party and other external data—such as social media, news, GPS and traffic data, and economic data—into a robust, secure, and extensible unified automotive industry object model.

C3 AI CRM provides advanced machine learning algorithms and configurable AI-first workflows to streamline and enhance effectiveness for customer-facing operations across the entire automotive value chain.

AI-Driven Use Cases

Revenue Forecasting – Accurately forecast revenue with AI that identifies risks and opportunities, explains the AI drivers, coaches users on how to address them, and helps with operational and financial planning

Brand Churn Management – Identify and prioritize customers at risk of brand churn, understand the churn risk drivers, and proactively engage the customer with offers to increase brand and dealer loyalty

Next Best Offer – Identify what product to offer a customer by using AI to calculate their propensity to buy for each eligible product and service, understand the underlying drivers of the prediction, and receive recommendations on how to offer and convert the opportunity

Product & Demand Forecasting – Accurately predict demand, production needs, and order stability for all parts and enable proactive and lower cost production and inventory planning

Dealership 360 – From marketing lead generation to after-market services, integrate more data sources to build a 360-degree view of all dealership and cross dealership customers in order to track customers across multiple sites, and use AI to generate personalized offers and pricing guidance to ensure customers stay loyal to the automotive brand, regardless of dealer

Aftermarket Services Optimization – Integrate all available vehicle usage, sensor, and vehicle service data to enable a unified customer experience across all service channels, and use AI to predict service needs and recommend maintenance services with customized offers

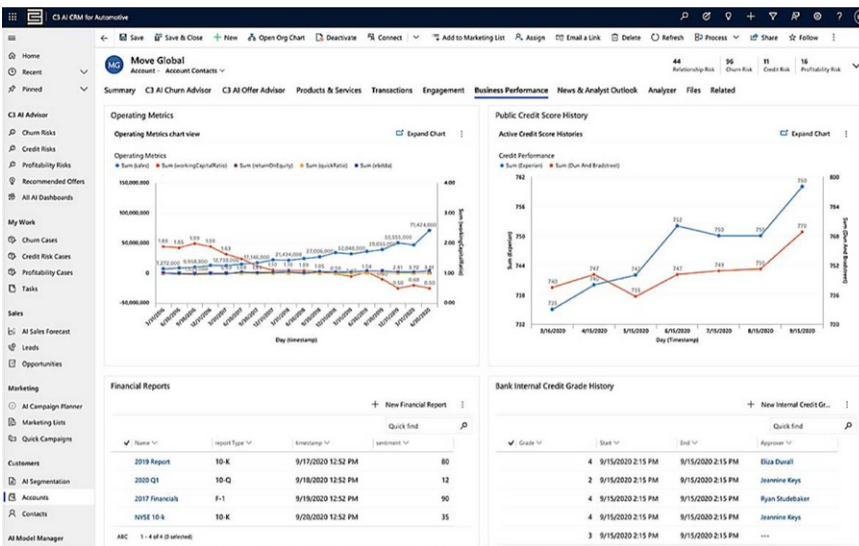


Figure 1. C3 AI CRM for Automotive integrates and aggregates disparate data sources across the entire automotive value chain and uses AI to expose key operating metrics and the most important information and recommendations for users.

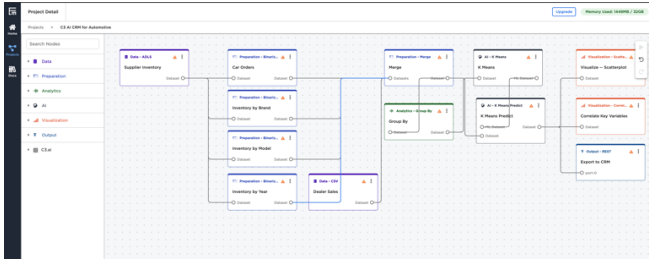


Figure 2. C3 AI CRM for Automotive provides pre-built AI templates for automotive supplier, OEM, and dealership customer use cases that can be rapidly configured and extended in no code tools.

AI-Driven Use Cases (cont.)

Quotes & Pricing Optimization – Manage the end-to-end Configure, Price, Quote process in a single AI-driven system that is standardized across dealerships, is connected with OEMs, and has a unified view of inventory, production lines, customer needs, channel demand, and market dynamics

Unify All Enterprise and Extraprise Data to Enable a 360° Customer View

Traditional CRM Data Sources

- Customer / Supplier / Account Profiles
- Interaction History
- Sales / Purchases / Orders
- Marketing Campaigns
- Customer Service / Call Center Records
- Supplier Production & Inventory Data
- Demand Forecasts
- Vendor / Dealer Management Systems

AI-CRM Data Sources

- Upcoming Product News & Releases
- Digital Channel Engagement
- Website Traffic / Customer Clickstream
- Loan Origination System
- Independent Financing / Leasing
- Insurance
- Social Media
- GPS & Traffic Data
- Sensor Data from Connected Cars
- Competitors
- Local, Regional, & National Economics
- Regulatory Data & Trends

Grow Revenues, Streamline Operations, and Increase Customer Satisfaction

More consistently meet sales targets and forecasts –

Drive consistent realization of sales targets and more accurate production planning through precision revenue forecasting, deal risk assessment, order-stability predictions, course-correction recommendations, and prioritization

Maximize customer lifetime value – Continuously identify and propose new products and upsell maintenance services that a customer is likely to accept and that will maximize customer lifetime value

Increase sales conversion and efficiency – Leverage AI-driven insights to score leads, predict likelihood to buy, and offer customers the best products to fit their needs in order to prioritize sales efforts and minimize acquisition costs

Improve supply and production planning – Proactively and efficiently manage production and inventory planning with more timely and more accurate demand forecasts and order-stability predictions

Increase aftermarket sales and services – Uncover the most important factors that drive adoption and usage of products and services to enable smarter, more efficient price setting that caters to customer needs while also maximizing company profitability

Improve channel partner effectiveness – Integrate and unify partner systems to detect risks and opportunities, and recommend interventions to ensure end-to-end sales and services effectiveness across channels

Proven Results in 8-16 Weeks

Visit c3.ai/get-started