



## CASE STUDY

Motherhood Technology Services Helps  
**Luxury Car Manufacturers** Create Better  
Omnichannel Customer Experiences with  
Customer Data Platform.



## Our Vision for Client to Deliver an **Exceptional Customer Experience.**



With an aim to stay one step ahead in the market, **Organisation is looking forward to bring in customer delight by monetising its data in an efficient and agile way and enhancing business efficiency through curated data and persona-based insights**



### Context

- Customer has made constant progress in digitalising its sales via digital consulting, AR and VR at retail outlets and My Connect app.
- It aims to use technology to understand customer data and utilise data to significantly enhance their experience.
- It's potential lies in capturing customer loyalty and repurchases to strengthen its position.

### Objectives

- **Data Management** aims to manage and integrate present customer data to derive insights.
- **Visualisation** of different customer datasets via dashboard to have a holistic view.
- **Predictive Modelling** to develop a predictive model based on acquired data to promote sales and target customers effectively.

## Defining a Future-State.

The client had made remarkable progress in digitalising its sales through digital consulting, augmented reality/virtual reality (AR/VR) at its retail outlets, and a proprietary app for its customers. However, they wanted to take a step further and leverage the customer data at their disposal to enhance the overall customer experience and drive customer loyalty.

Unfortunately, the auto major found it difficult to obtain a 360-degree view of every function at the enterprise level. The data emerged from multiple sources of information and there was no single source of truth.



### Current State

#### Scattered Data

- Data silos
- Multiple sources
- Disjoint systems
- Concerned for data security and scalability

#### Scattered View of Stakeholders

- Siloed dashboards for stakeholders across enterprise
- Missing persona-based reporting
- No single view of customer
- Absence of predictive analytics for business functioning & monitoring



### Future State

#### Build a Data Strategy that Enables

- Data flexibility
- Seamless integration of data with scalability & security
- Cost effectiveness
- Predictive analytics

#### Next-Gen BI and AI/ML-based Solutions

- Customer 360-unified view of operations
- Meaningful business predictions
- Persona-based reporting

## Our Key Tenets

to Enable the Future-State for Client.

### Synergia

Design-led Digital  
Transformation Framework



- Focus on building digital customer engagement
- Support the vision with secure data processing/onboarding and Analytics Platform
- Drive Insight with data-driven visualisation
- Embrace digital agility to create advantage

### MOTIF

Big Data & Analytics Solution  
Suite



- Enable data security & scalability
- Transform any legacy ETL process and BI process to
- Scalable, parallel process ETL techniques & BI techniques
- Maintaining/Upgrading current Data Lake powered by AWS
- Data governance for customer data

### PIPER

Customer Data Platform For  
Enhanced CX

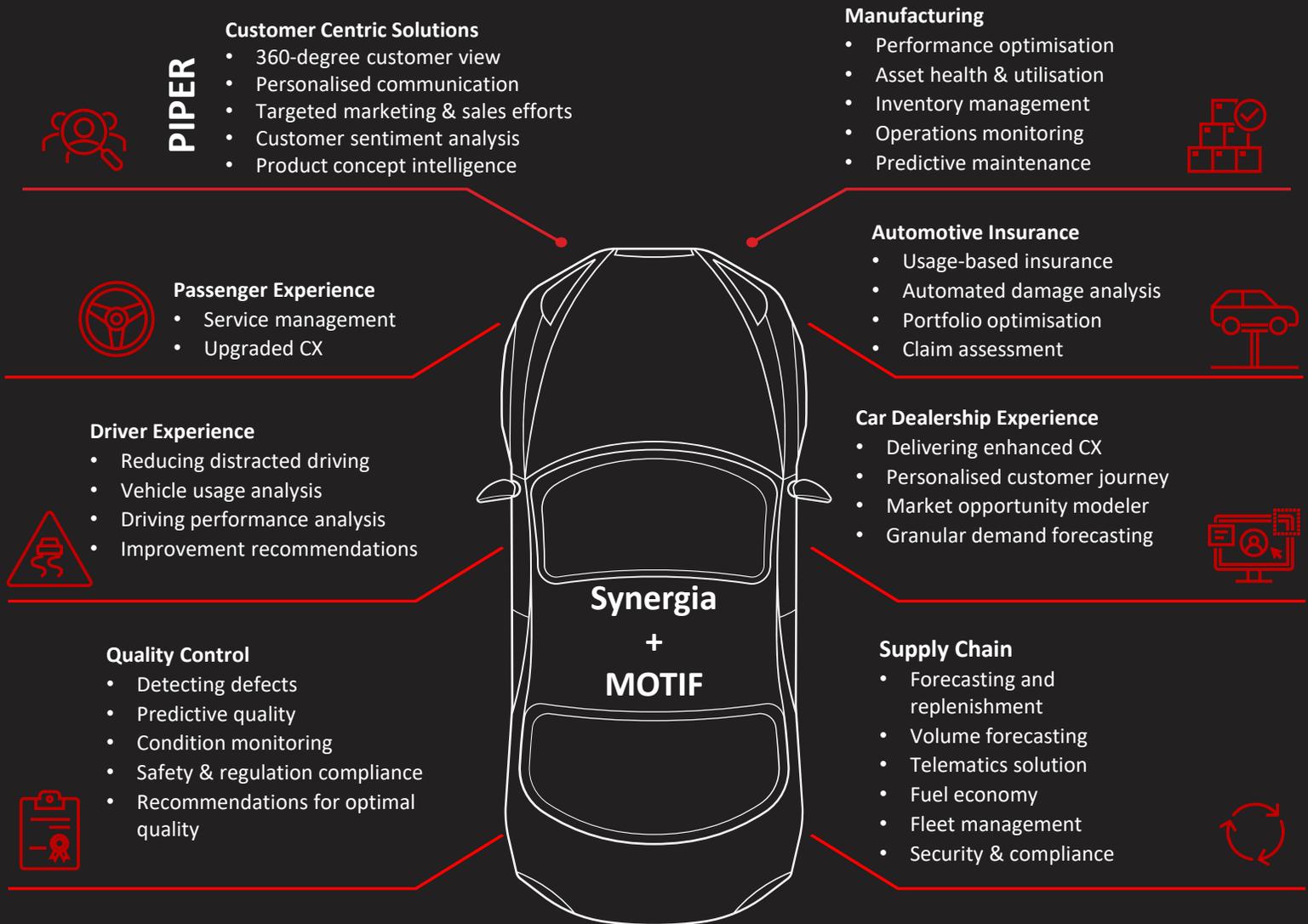


- Identifying business opportunities through data monetisation
- Unified view of customer
- Deliver personalised and enhanced customer experiences
- Collects, integrates and analyses data from various sources to ensure insight-driven decision making

aws

**PARTNER**  
Advanced Tier  
Services

# Automotive Experience Reimagined with Our Advanced Analytics Capabilities.



## With Motherson Technology Services in Tow Client to Transform Critical Functions at the Enterprise Level.



### Sales

#### Customer Segmentation

- Identify opportunities based on customer segments
- Lead scoring algorithms

#### Recommendations Engine

- Product recommendations
- Cross/Up-sell (Merchandise)

#### Improve Sales Effectiveness

- Territory design & sizing
- Targeted sales suggestions and Forecasting

#### Customer Attribution

- Most profitable channels
- Customer communication

#### Predictive/ Proactive Sales

- Predictive sales suggestion
- Priority of generated leads



### Marketing

#### Segmentation & Targeting

- Products performance
- Cross category promotion opportunities

#### Optimise Engagement Levels

- Program activeness
- Offer popularity

#### Marketing Mix Modelling

- Marketing initiatives effectiveness
- Promotion effectiveness

#### Predictive Marketing

- Predicting marketing drive
- Predicting customers response

#### Personalised Promotions

- Personalised communications
- Personalised promotions



### After Sales Service

#### Concierge Services

- Identifying services creating value for customer
- Opportunities for renewals (AMC/Insurance)

#### Identify Support Ticket Trends

- Identify redundant support requests
- Predict group/ agent assignment

#### Automate Grievance Management

- AI-based chatbots for query handling
- Automate responses

#### Reduce Service Ticket Volumes

- Automatic step-by-step resolution guide
- Proactive customer communication for service



### Customer Data

#### Maximise Customer Lifetime Value

- Factors affecting CLV & experience
- Customer preferences across channels

#### Reduce Customer Churn rate

- Factors affecting customer attrition
- Improve customer retention

#### Improve Sales Force Effectiveness

- Customer-centric unified experience
- Seamless integration between departments

#### Competitive Analysis

- Customer behaviour towards competition
- Factors to build loyalty



Founded in 1975, Mother'son Group is an industry leader and one of the world's largest manufacturers of components for the automotive and transport industries. The group's diversified portfolio makes it a complete solutions provider across the globe. Mother'son Group serves its customers with a wide array of products and services through multiple business divisions including wiring harness, vision systems, modules and polymer, technology & software, aerospace, health & medical, logistics, retail, and metal products.

Mother'son Technology Services is a global technology company that offers a consulting-led approach with an integrated portfolio of industry leading solutions that encompass the entire enterprise value chain. Our technology-driven products and services are built on two decades of innovation, with a future focused management philosophy, a strong culture of invention and co-innovation, and a relentless focus on customer-centricity. An CMMI Level 5 company, we have delivered best-in-class services to 430+ clients in 41+ global locations across all continents. We are a business division of Mother'son Group, one of the largest manufacturers of components for the automotive and transport industries worldwide with 150,000 employees across the globe.



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