



PegaWorldiNspire

JUNE 9-11, 2024 | LAS VEGAS

Wipro and Ford Revolutionize the Test Drive Experience for New Vehicle Launches Across Europe



Jeff Larner
Product Owner
Ford Digital



Chandra Surbhat
VP, Digital Experience

Sanjeev Dubey
Global Head of Pega Practice



Speakers



Chandra Surbhat

VP, Digital Experience, Wipro

Leads global organization for driving experience led transformation leveraging entire value chain of business consulting, design, data, engineering, trust and safety and operations, powered by AI and immersive technologies



Jeff Larner

Product Owner – Ford Digital

17 years experience with Ford of Europe including ownership of various products and eCommerce workstreams



Sanjeev Dubey

Practice Head, Wipro

Leads Wipro's Pega and RPA practices within Digital Experience, driving transformative total experiences for our clients globally



Ford Motor Company

Ford is a family company, founded in 1903 by Henry Ford. Generations have made their memories with us and included us in their hopes and dreams. After 120 years, we're used to adapting to and leading change. That's why we are evolving to focus on services, experiences and software as well as vehicles.

Ford Blue



\$176 B
Revenue

Ford Pro



4.4 M
Vehicles Sold

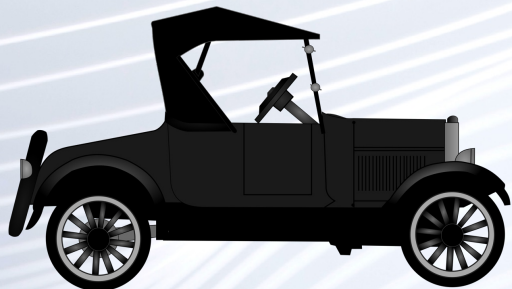
Ford Model e



177 K
Employees



200
Countries



*"To help build a better world,
where every person is free to
move and pursue
their dreams"*

Ford



Wipro

One of the largest, most trusted, purpose-driven technology companies in the world.

We're realizing ambitions for over

1,400

clients

across

65

countries



generating

\$11.2B

in annual revenue

with nearly

240K

employees

OUR COMMITMENT

Purpose Meets Ambition

Wipro's Founder Chairman, Azim Premji, and the promoter group, have pledged 66% of the economic ownership of Wipro to the [Azim Premji Foundation](#), for philanthropic purposes. This has created:

\$35 Billion Endowment

For the foundation

5th Largest Foundation

In the world

Sustained Funding

For the foundation's work supporting some of the most disadvantaged people



Azim Premji
Foundation

The work of the Azim Premji Foundation is independent from Wipro's own CSR activities carried out through the Wipro Foundation, Wipro Cares & directly through the functions & groups within the company.

Ford and Wipro Partnership

Wipro has been a strategic partner to Ford

Engineering Partner

15+

Years of Partnership

1200+

Strong Team

6.6/7

Customer Satisfaction Score

99%

On-time Execution and Delivery Success

Ford GDCs

USA, Canada, Mexico
UK
India
(Chennai, Bangalore, Kolkata ODCs)



Key Pega Programs Delivered

Europe: Test Drive Scheduling (TDS)

North America: Guest Experience Platform (GXP)

Global: Vehicle Recall Investigation (RIVAT)

Global: Pega RPA for Supply Chain Use Cases

Global: One Warranty System (OWS) Programs



Outside-in Thought Leadership

Immersive experience

Process AI

Digital Adoption Platforms

Simplified Service Reception

Ford's Vision and Focus on Customer Experience



Elena Ford

Chief Customer Experience Officer

“

The customer experience is *the* most important area we can invest in to become the world's most trusted company. The real measure of our success as a company is keeping customers' loyalty over time.

”

Vision

1

Leverages Ford's iconic brand.

2

Eliminates all complexity.

Make customers feel part of the Ford family
through a seamless, easy-to-use digital experience
that excites, helps and informs all customers
across every stage of purchase (and ownership).

3

Puts the customer at the heart.

4

Delivers to all expectations.

5

Caters to sales and loyalty.



Today's Discussion..



Opportunity

- EV market potential – 80% of customers are new to EVs
- 50% of customers predicted to convert from competitor brands to Ford as per internal research



Solution

- Simple test drive booking process to drive consistent customer experiences across the dealerships
- GDPR Compliant solution delivered in < than 6 months



Impact

- Unified solution supporting Agent & Dealership models across 2000 dealers and 19 countries allows efficient development.
- 25% higher conversion rates through differentiated test drive experience

Ambition

Business problem & opportunity



Simplifying Vehicle Test Drive Experience

Key Focus

Customers

EASY online booking and availability across dealers

CONSISTENT test drive experience

PERSONAL experience choices to meet unique needs

Dealers

INCREASED sales and conversion

SIMPLIFIED fleet and sales advisor schedule maintenance

DYNAMIC dealer specific business configurations – flexibility for scheduling

Key Drivers

80%

of buyers are exploring EVs for the first time

50%

of EV buyers may switch from rivals to Ford

Simplified test drive experiences that make customers feel like family – a prerequisite for certified model-e dealerships.

Key Opportunity

STREAMLINED BOOKINGS

Easy test drive scheduling boosts leads.

MEMORABLE IMPRESSIONS

Personalized service for a unique Ford journey.

SMART TECHNOLOGIES

Predictive ML models enhance cross-sell/upsell success.

19

European countries

17

languages

Millions

of customers

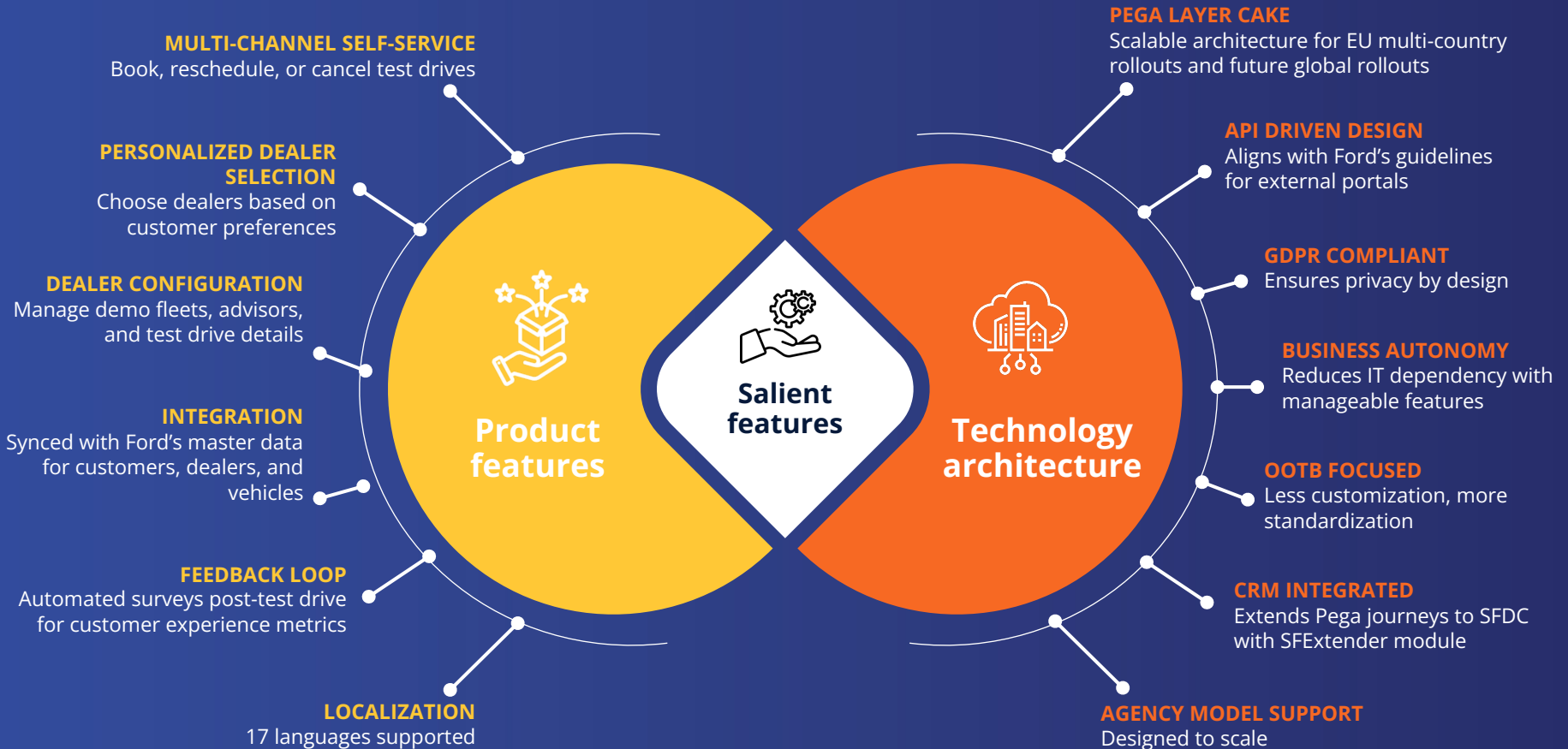
2000+

Dealers

10,000+

Users

Leveraging Robust & Scalable Technology Architecture



Approach & execution





Planning



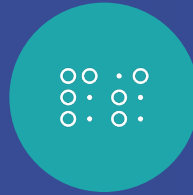
Dealer
Requirements



Customer
Experience



Market
Development



Future Ready
Integrated Solution



Dealer Requirements

Ensuring easy deployments and adoption to enhance dealer experience and efficiency



User Observation

On site visits to various Ford Dealers across 3 key markets to gain end user insights across differing markets, business models and cultures



Interviews

1-on-1 interviews with Dealer group management and market representatives to listen to direct requirements and any concerns



Pilot Group

Highly engaged Dealer Groups were invited to take part in the pilot phase of the project to ensure real user and business feedback was received to validate and share ideas and issues faced



Prototyping

Screens mocked up to get design feedback before early version of development was demonstrated and shared in dedicated sessions



CX Requirements

A comprehensive evaluation of a 3-step test drive booking process to understand the booking steps, assess usability of location, calendar, and cross-device experience, identify user pain points, and gather UI feedback

Focus Group Study

Vehicle selection options and features



Booking calendar interactions



User input detail and final confirmation steps

Vehicle Selection

New Test Drive

Vehicle | Date & Time | Experience Type | Customer Details | Summary

Choose Vehicle:

Selected Segment: Cars

- Puma - Puma Electric Manual
- Puma - Puma Petrol Auto
- Puma - Puma Petrol Manual**
- Puma - Puma Petrol
- Focus - Focus Diesel Auto

Cancel Next

Booking Process

New Test Drive

Vehicle | Date & Time | Experience Type | Customer Details | Summary

Schedule Appointment:

Week of October 10, October 10, 2023

Sales Advisor: Jay

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
08:00-10:00	08:00-10:00	08:00-10:00	08:00-10:00	08:00-10:00	08:00-10:00	08:00-10:00
10:00-12:00	10:00-12:00	10:00-12:00	10:00-12:00	10:00-12:00	10:00-12:00	10:00-12:00
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20:00-22:00	20:00-22:00	20:00-22:00	20:00-22:00	20:00-22:00	20:00-22:00	20:00-22:00
22:00-24:00	22:00-24:00	22:00-24:00	22:00-24:00	22:00-24:00	22:00-24:00	22:00-24:00

Cancel Next

User Information

New Test Drive

Vehicle | Date & Time | Experience Type | Customer Details | Summary

Customer Details:

First Name: Sarah

Last Name: Scraggs

Mobile: 0124781923

Email Address: scraggs@ford.com

Do you consent to Ford Marketing? Yes No

Do you consent to Ford Motor Company Limited using data to help you up-to-date with information on Ford products and services. Please let us know if and how you would like to hear from us by ticking the boxes below. For information on how we will use your data, visit [ford.com/privacy](#).

Yes to: Yes No

Telephone: Yes No

Consent: Yes No

Cancel Next

Final Steps & Confirmation

New Test Drive

Vehicle | Date & Time | Experience Type | Customer Details | Summary

Review Summary:

Vehicle: Puma - Puma Petrol Manual

Location: Ford Test - Midlands of High Lane, Womblesley, Leicestershire, LE12 9JF

Date & Time: 14:00-16:00

Experience: Puma Petrol

Customer Details:

First Name: Sarah

Last Name: Scraggs

Mobile Number: 0124781923

Email Address: scraggs@ford.com

Marketing Consent: Yes No

Telephone: Yes No

Consent: Yes No

Cancel Next

Mobile Experience



Marketing Strategy and Development



Deeper Sales Funnel View

Ford own the customer data and have visibility further down the Sales Funnel to measure customer insights, analytics and conversion to develop in targeted areas



Central CRM

Ford took ownership of the customer communications connected to the new experience to provide confidence to the customer and consistency with the brand messaging and reducing dealer process and costs



Dealerised CX

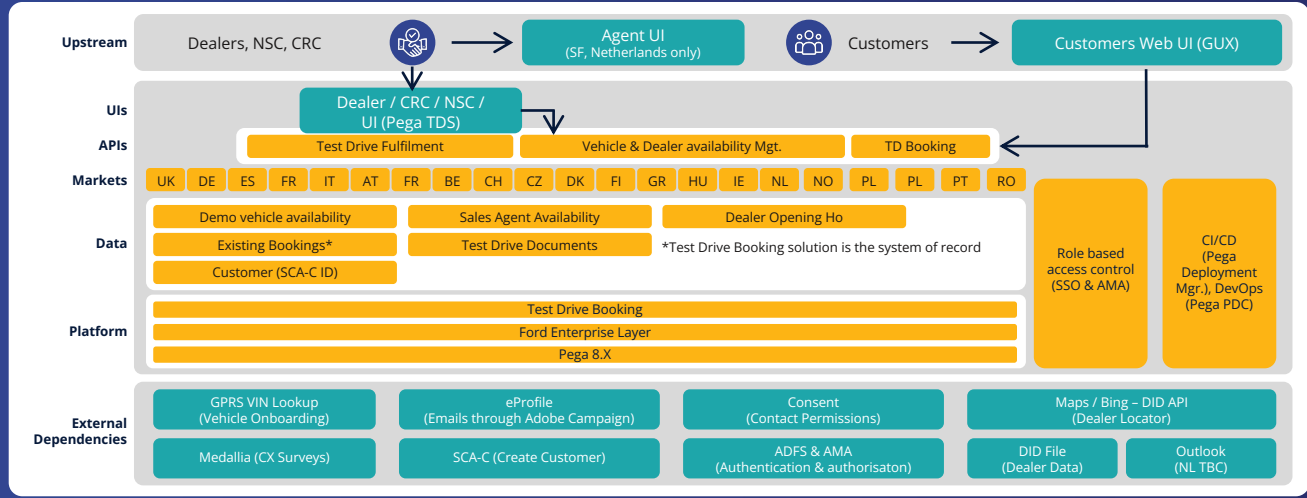
A locked CX to Dealers to allow them to embed the booking engine across their online presence and facilitates increased marketing spend with confidence on customer retention and an efficient ROI



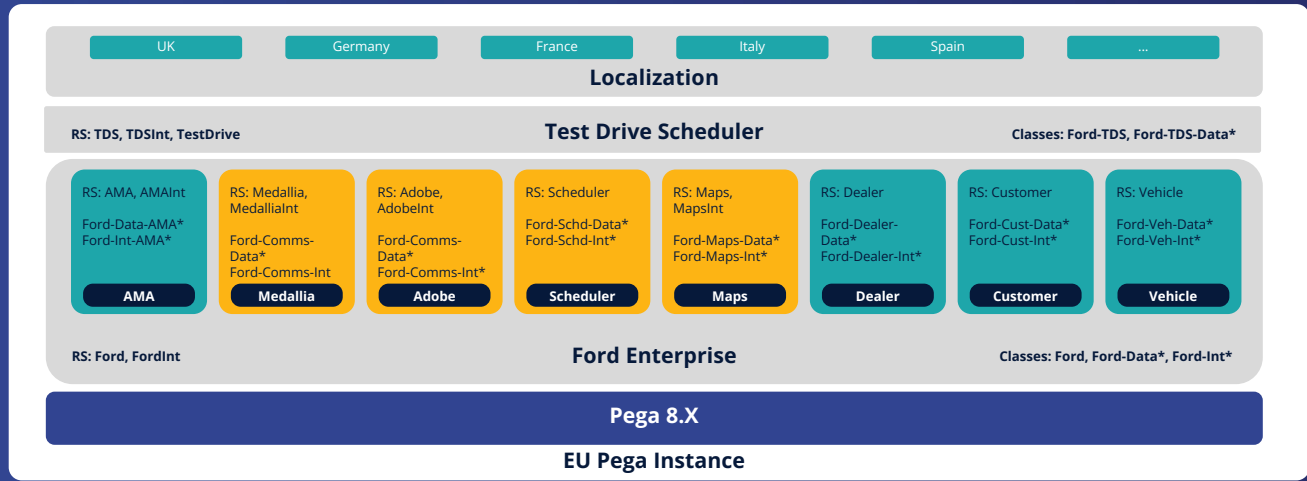
Scale Efficiency

Standardized UX, process and dealer system allows central and targeted digital marketing campaigns which are inferred by a larger customer database to be more efficient in cost, assets and management with measurable outcomes

North Star Architecture –
A fully integrated, layered,
scalable and cloud ready
architecture



Reusable assets
Customer, Vehicle,
Scheduler, Dealer, Maps
etc. built as components



Execution



Discovery



Agile
Build



Dealer
Onboarding



Data
Management



Change
Management
at Dealers

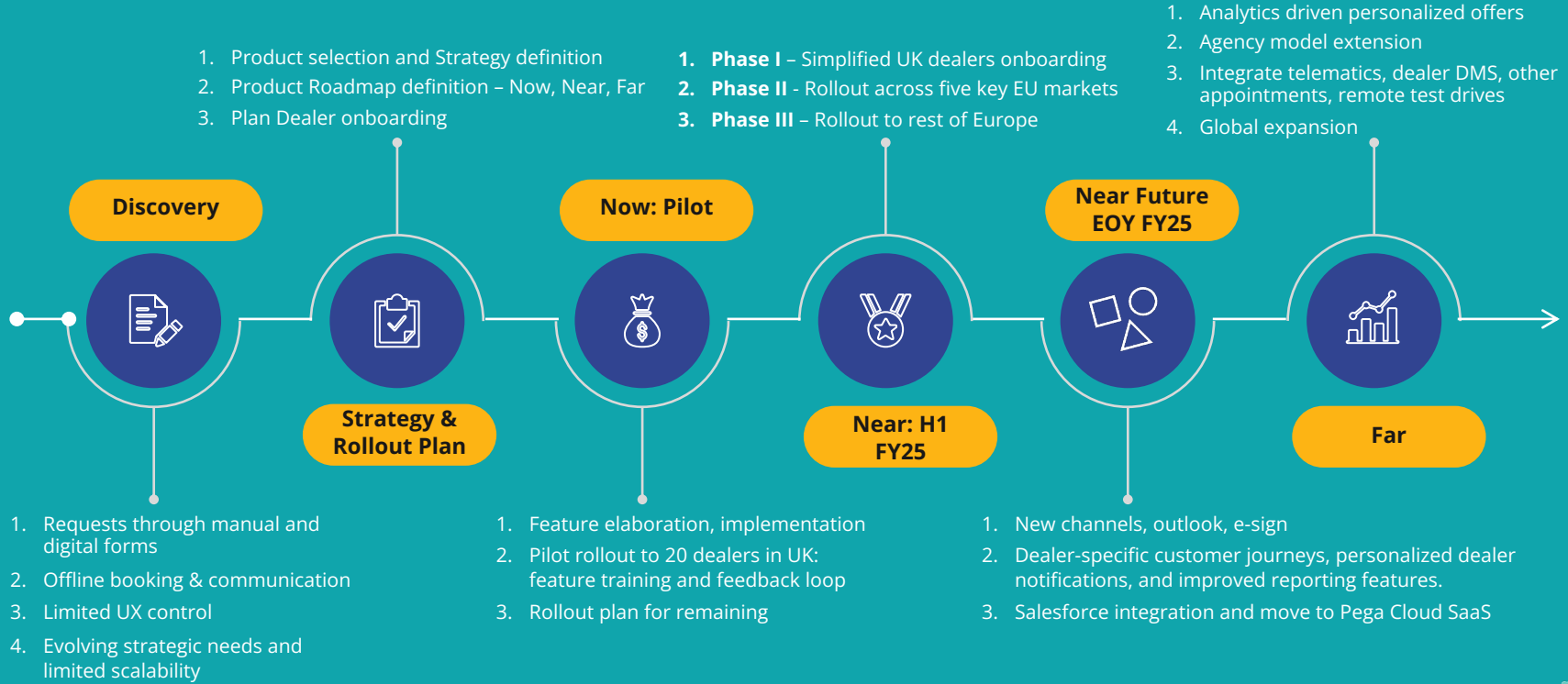


Phased
Rollouts



Execution roadmap

Simplify, accelerate and transform with quantifiable outcomes



Data Management – GDPR Compliance

Detailed planning of data management driven through guidelines and checklists

- Privacy by design – GDPR compliance consultant involved right from design, ensuring guidance and compliance
- Leverage of wipro IP checklists for design, build and testing
- Data minimization/purpose limitation – use only limited PII data as needed
- Data integrity and accuracy – retrieval of information from source of truth, only customer ID stored in solution
- Marketing consent – consent is sought from customer on usage of PII by third party
- Individual access rights – access of PII information for authorized users
- Data retention, erasure/deletion and transfer – adherence as per GDPR policies



Results and roadmap



Seamless omni-channel booking for millions of consumers across EU & UKI

Consistent experience, inventory transparency, and personalized services

Customers

IMPACT

Dealers

25%
higher conversion rates

Data-driven insights for optimized performance

Intuitive and self-guided workflow solution enabling quick employee adoption

50%

projected conversion from competitors

Unified solutions, proactive selling, new revenue channels (Test drive at home), and increased NPS

Ford





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