Modernising an Automotive Marketplace

Intersection Conference 2025

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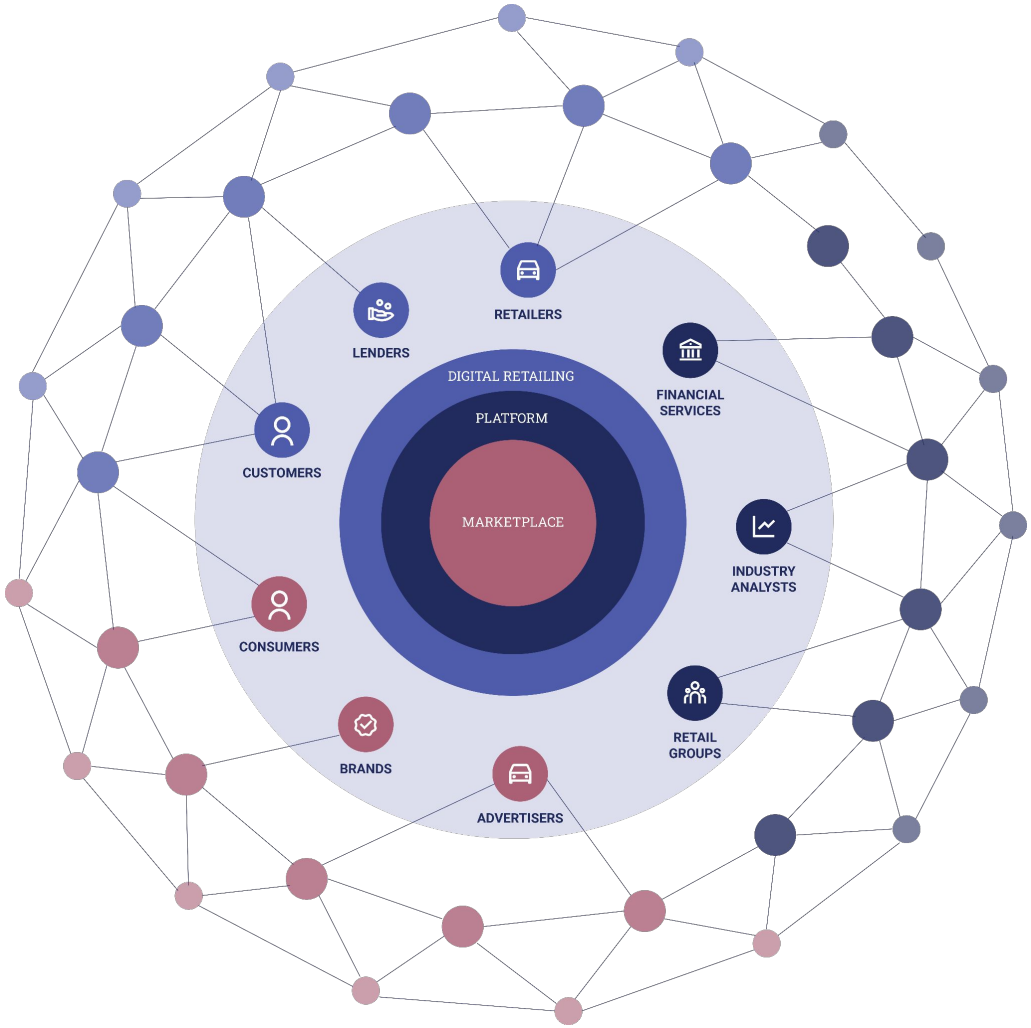
From magazine to digital marketplace

81.6m
Monthly visits

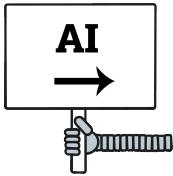
557m
Monthly minutes

449k
Monthly vehicles

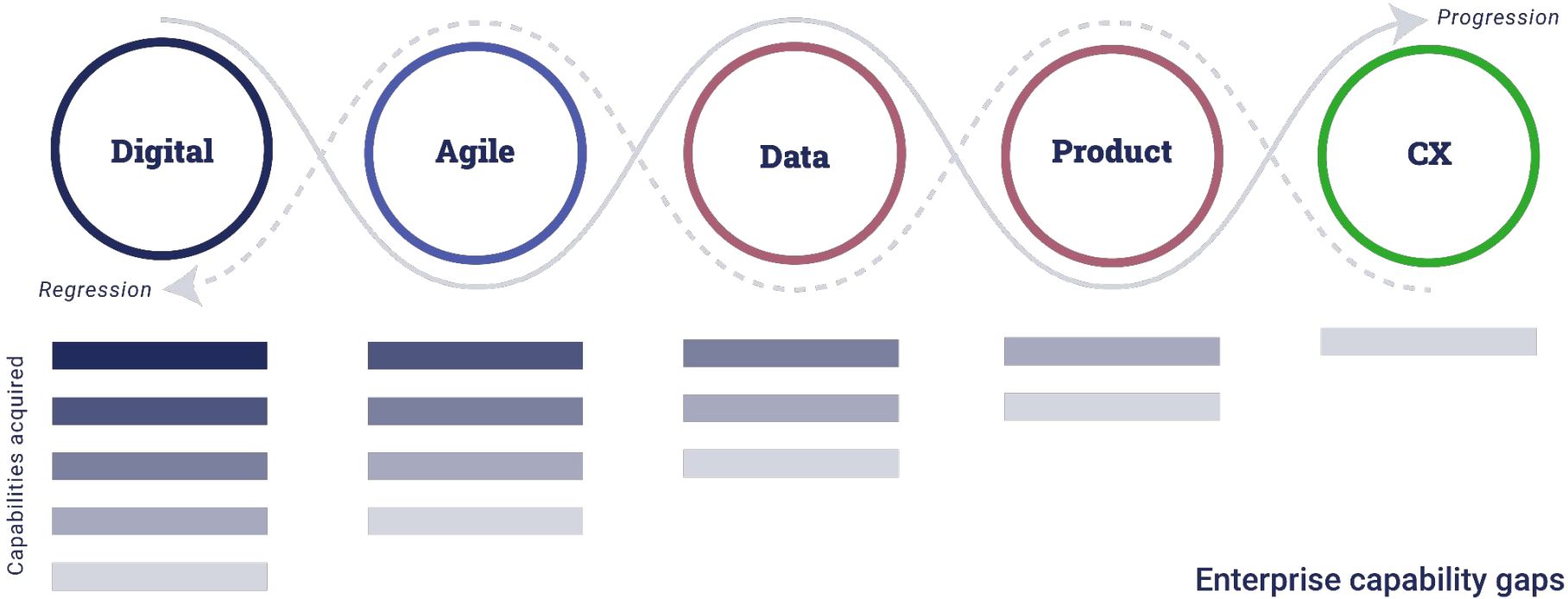


WHY A CX MODERNISATION STRATEGY?

MODERNISING CAPABILITIES



Enterprise transformation cyles



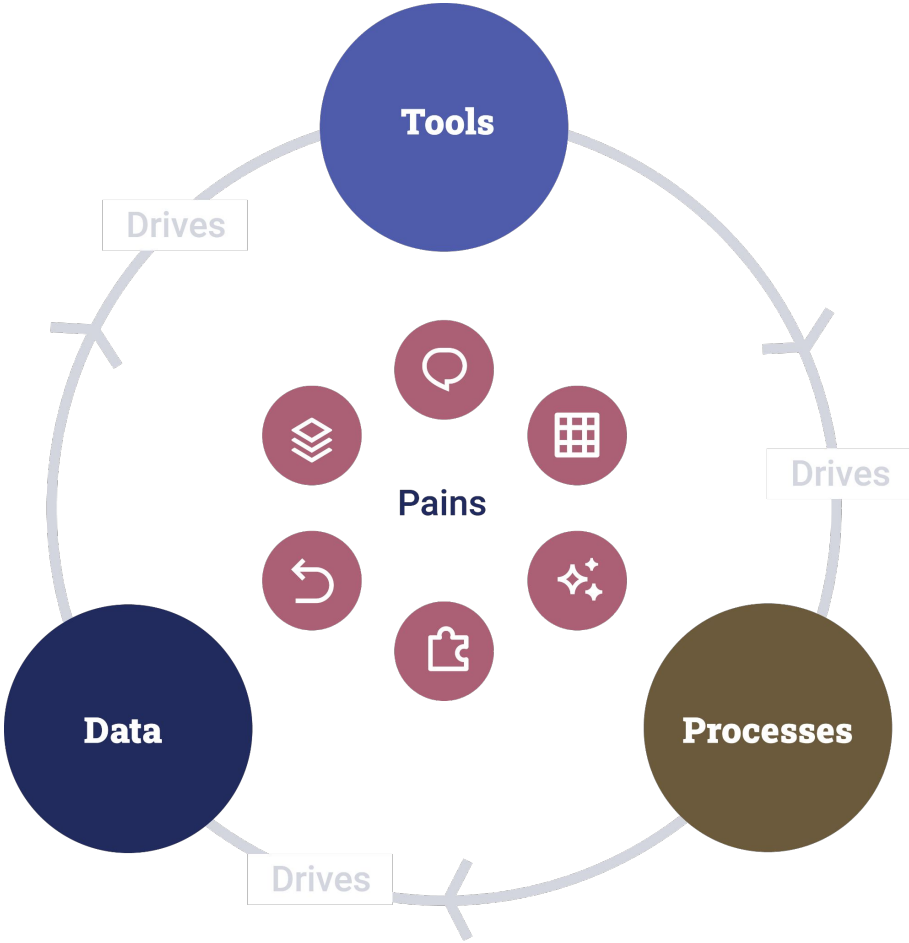
MAKING THE ORGANISATION LEGIBLE

USE CASES	PAINT POINTS	CAPABILITIES	JOURNEYS
Solving **WHAT**	Solving **WHY**	Solving **HOW**	Solving **WHERE**
Example use case *As an Account Manager, I want to schedule follow-up contact so that I can maintain a relationship with a customer*	Conversation Visibility	Contact Management	***I get** confirmation from decision maker to add a contact*
	Story Stitching	Task Management	***I send** to Data Governance for approval*
	Contact Housekeeping	Calendar Integration	***I open** CRM and create a new customer*

Improvement cycle: data, tools, processes

3 initiatives from CX modernisation strategy:

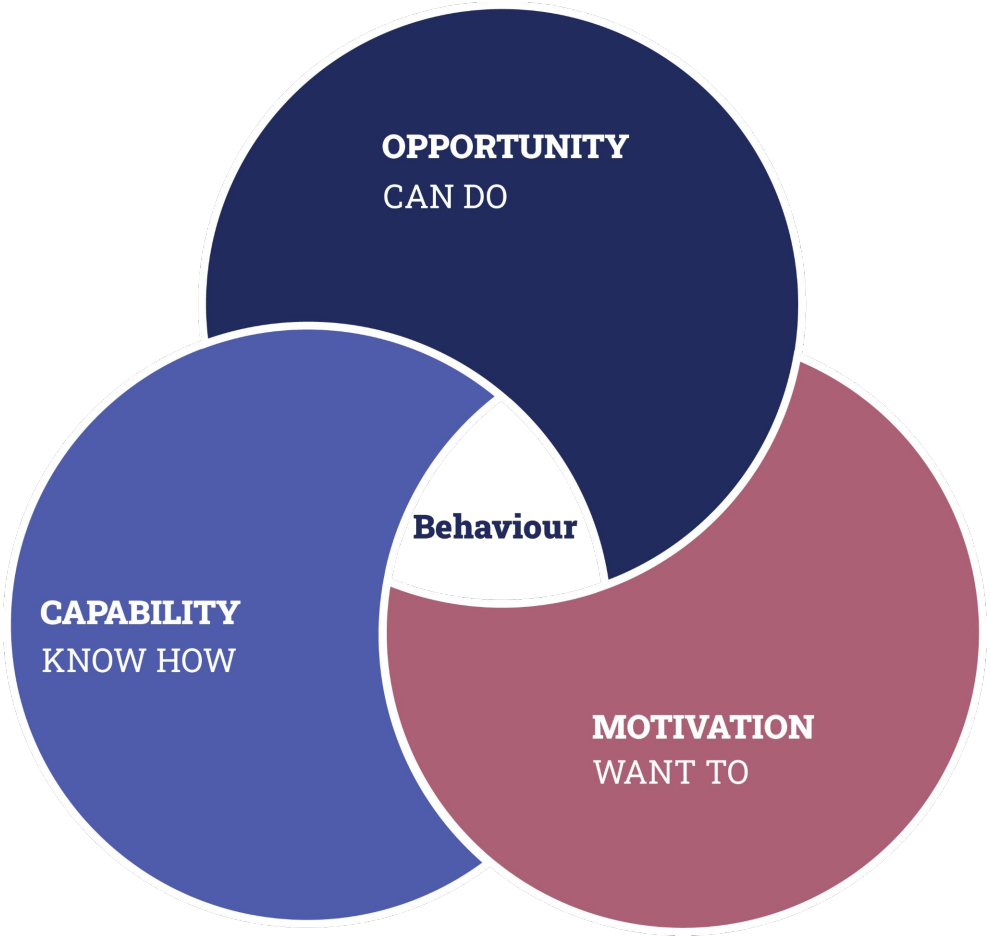
1. Data Model (Data)
2. CRM Solution (Tools)
3. Service Design (Processes)



Validating change: COM-B org survey

Company-wide survey confirmed tools and processes (opportunity) as primary frustration.

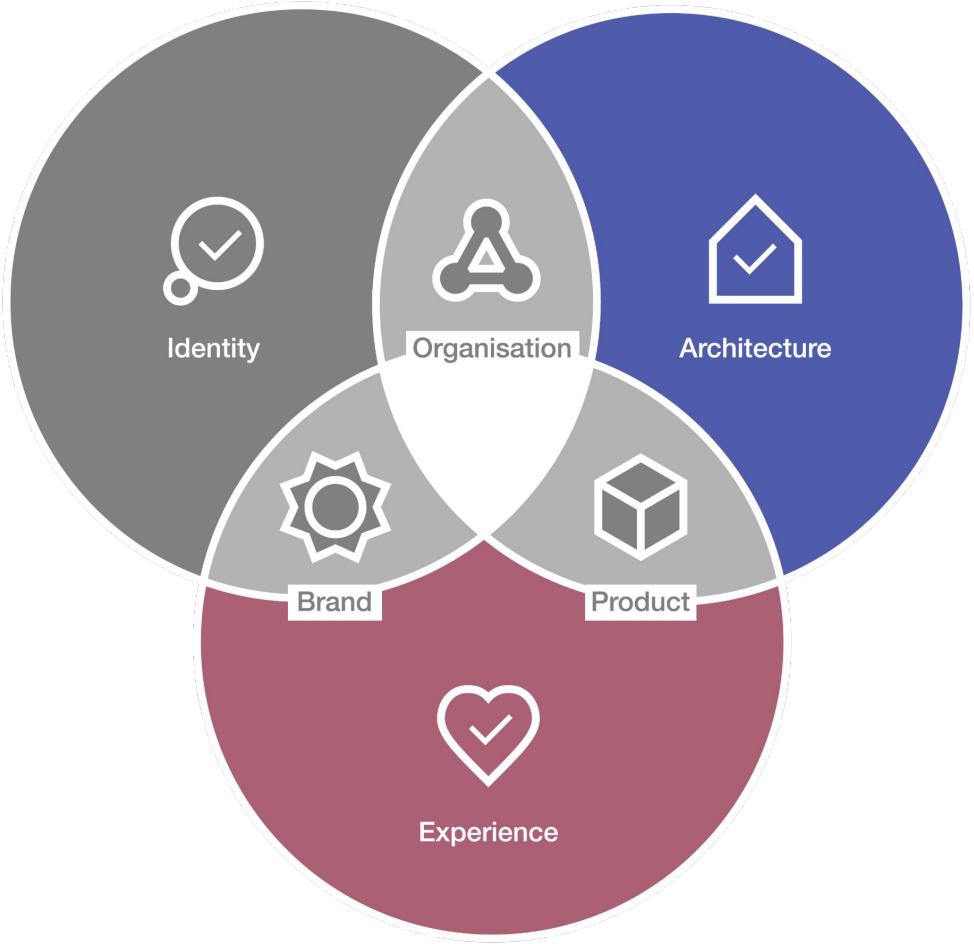
Employees wanted to deliver great customer experiences but were held back by operational complexity.



Scope of the change: EDGY org context

Use the identity since capability and motivation are strong.

Align with existing organisation, brand and product initiatives.



IMPLEMENTING THE STRATEGY:

18 MONTHS LATER

THE DANGER OF MOMENTUM

DECISION TYPES		DECISION SCOPE	
One-way door decisions	Two-way door decisions	Persistent decisions	Contextual decisions

DECISION MAKING UNDER UNCERTAINTY

DOING JOURNEYS OUR WAY

CREATING	ORGANISING	SHARING
Evaluating static vs dynamic tools	Figuring out levels and loops	Using as start points and anchors

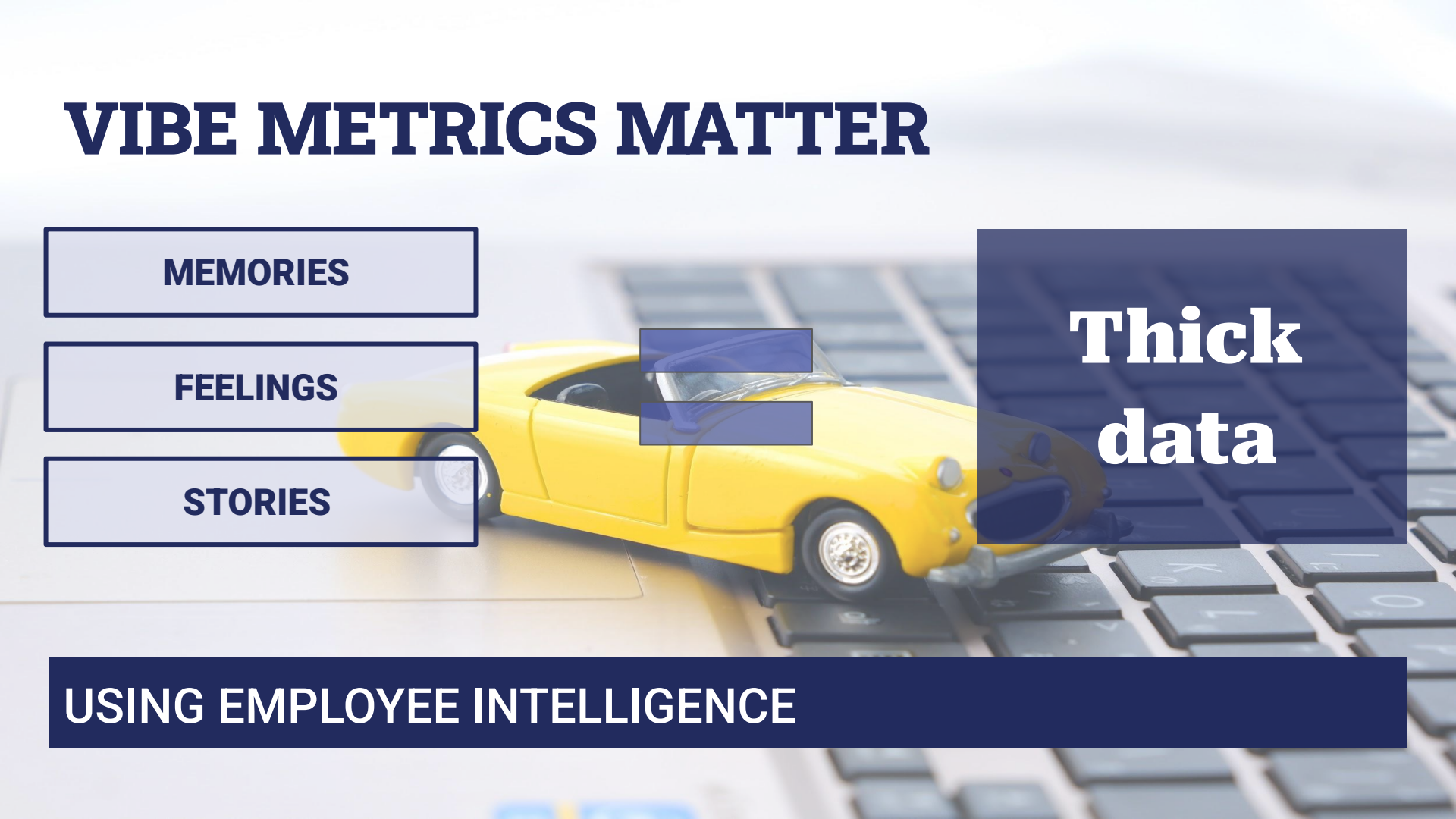
CREATING MINIMAL VIABLE CONTEXT

VIBE METRICS MATTER

MEMORIES

FEELINGS

STORIES



Thick data

USING EMPLOYEE INTELLIGENCE

MODERNISATION EXPERIENCE: 3 KEY TAKEAWAYS

1

Localise the language of change

2

Beware the danger of momentum

3

Employee vibes matter (as a metric)

QUESTIONS?

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