

# Modernising an Automotive Marketplace

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# From magazine to digital marketplace

**81.6m**

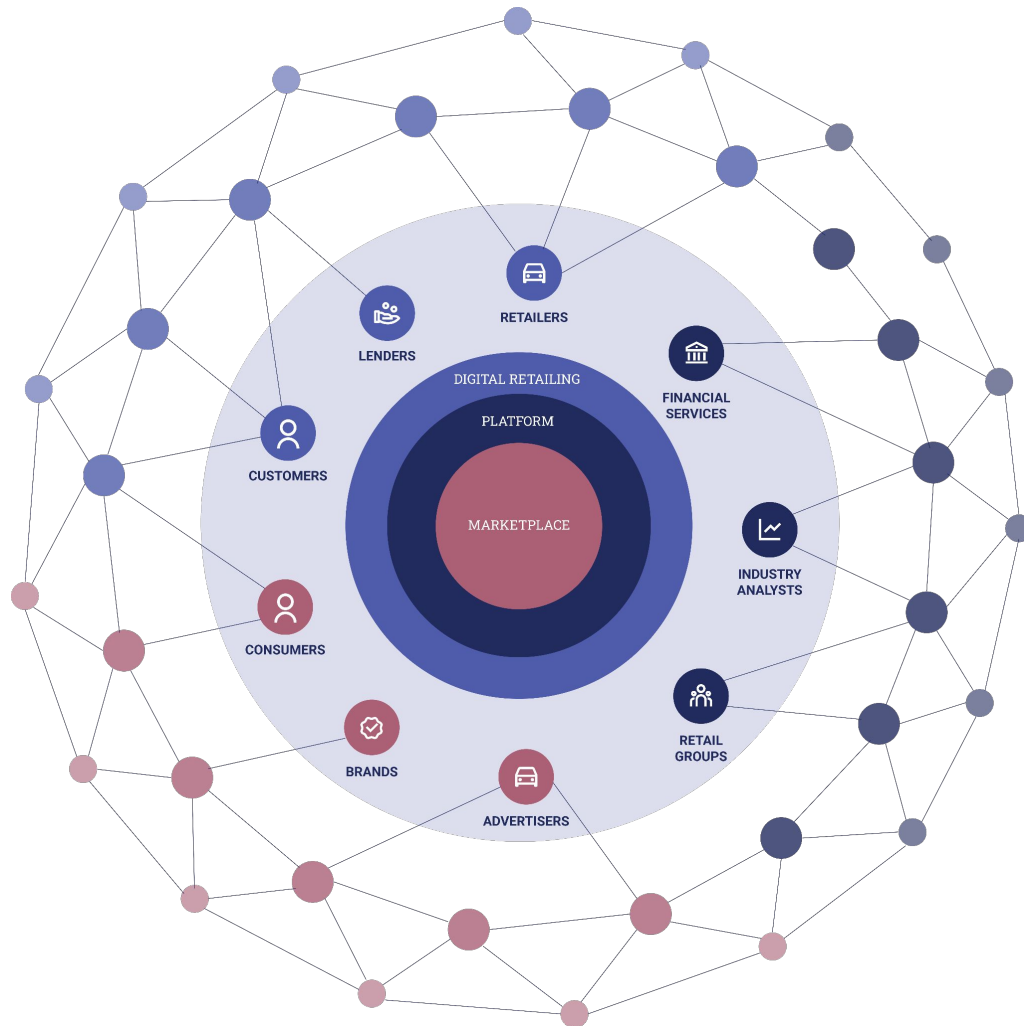
Monthly visits


**557m**

Monthly minutes

**449k**

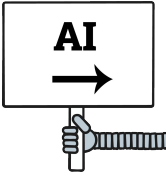
Monthly vehicles



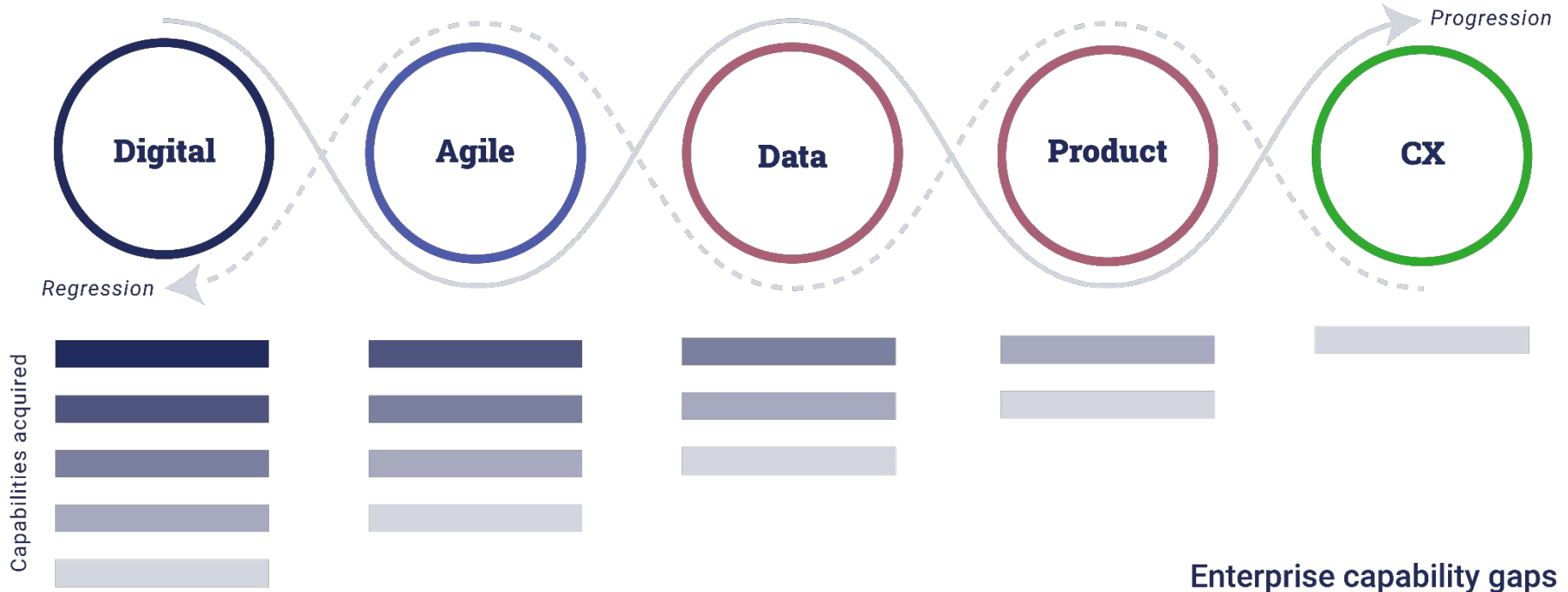
An aerial photograph of a large car dealership lot. Hundreds of cars are parked in neat, parallel rows, stretching far into the background. The cars are mostly white and silver, with some red and blue ones scattered throughout. The perspective is from directly above, looking down on the rows of vehicles. A semi-transparent white rectangular box is overlaid in the center of the image, containing the text.

# **WHY A CX MODERNISATION STRATEGY?**

# MODERNISING CAPABILITIES



## Enterprise transformation cycles



Enterprise capability gaps

# MAKING THE ORGANISATION LEGIBLE

## USE CASES

Solving **WHAT**

Example use case

*As an Account Manager, I want to schedule follow-up contact so that I can maintain a relationship with a customer*

## PAINT POINTS

Solving **WHY**

Conversation  
Visibility

Story  
Stitching

Contact  
Housekeeping

## CAPABILITIES

Solving **HOW**

Contact  
Management

Task  
Management

Calendar  
Integration

## JOURNEYS

Solving **WHERE**

***I get** confirmation from decision maker to add a contact*

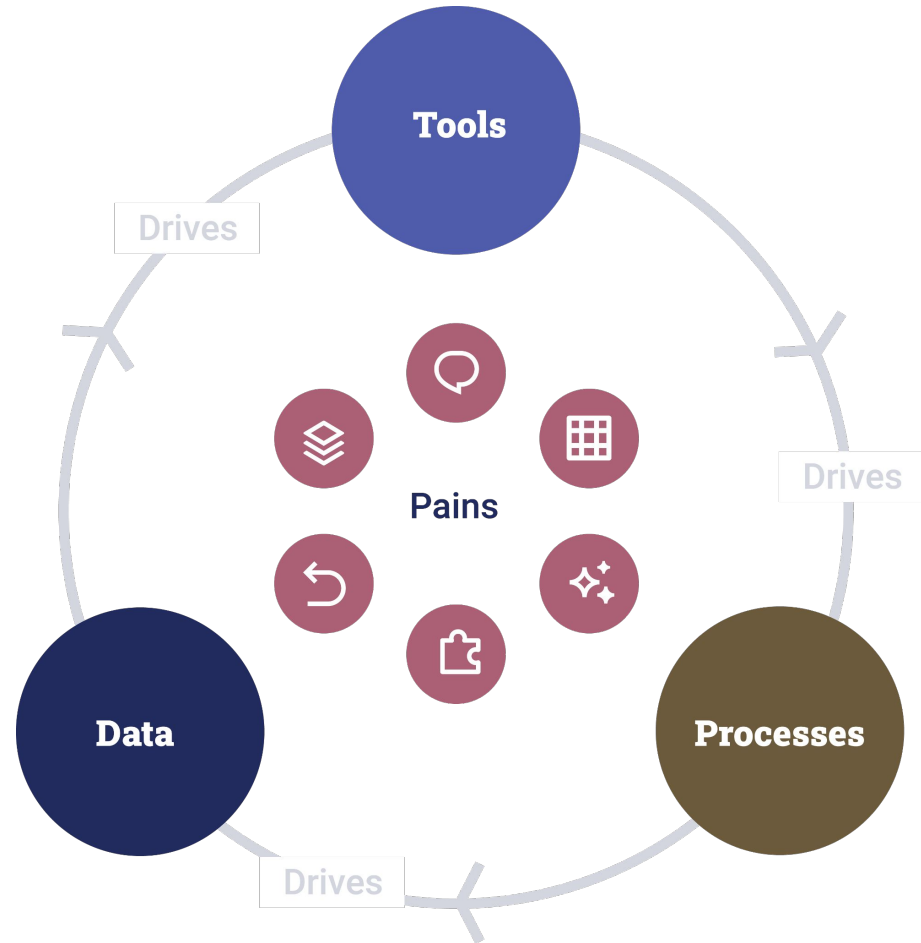
***I send** to Data Governance for approval*

***I open** CRM and create a new customer*

## Improvement cycle: data, tools, processes

3 initiatives from CX  
modernisation strategy:

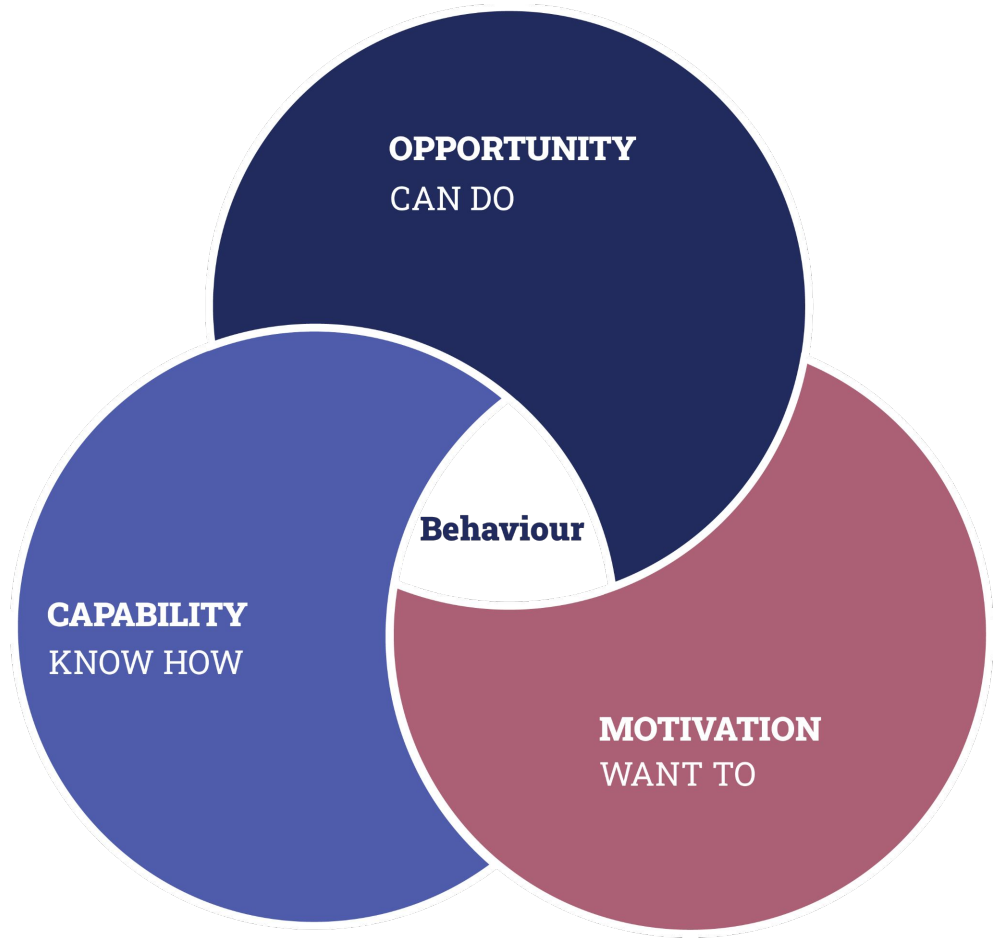
1. Data Model  
(Data)
2. CRM Solution  
(Tools)
3. Service Design  
(Processes)



## **Validating change: COM-B org survey**

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

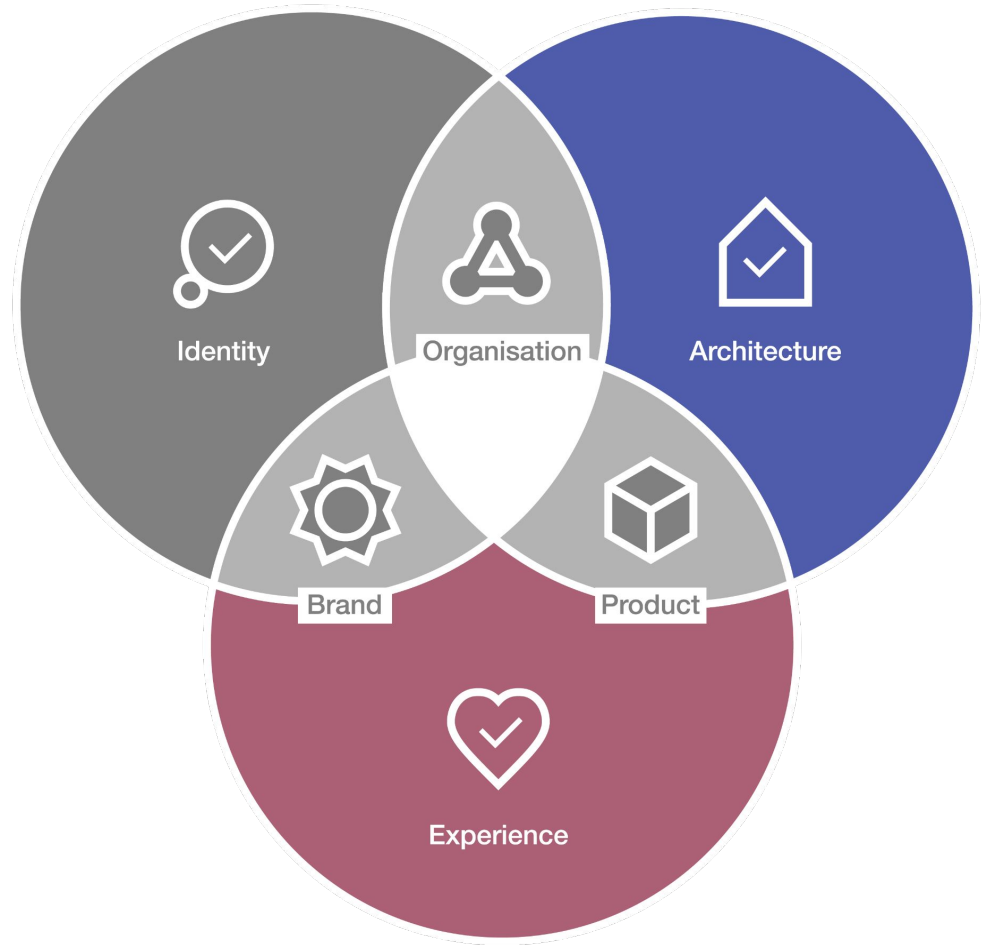
**Employees wanted to deliver great customer experiences but were held back by operational complexity.**



## 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



One-way door  
decisions



Two-way door  
decisions

## DECISION SCOPE



Persistent  
decisions



Contextual  
decisions

## DECISION MAKING UNDER UNCERTAINTY

# DOING JOURNEYS OUR WAY

## CREATING



Evaluating static vs  
dynamic tools

## ORGANISING



Figuring out levels  
and loops

## SHARING



Using as start points  
and anchors

CREATING MINIMAL VIABLE CONTEXT

# VIBE METRICS MATTER

A yellow toy car is positioned on a blurred background of a computer keyboard. The car is a classic convertible style with a black top. The keyboard keys are visible in the foreground and background, creating a sense of depth.

**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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THANKS