



## HASSLE-FREE VEHICLE DELIVERY & OWNERSHIP



**New business models and shifting consumer preferences creates several challenges for the automotive industry. Fortos have supported clients through conception, planning, development and implementation of initiatives regarding hassle-free vehicle delivery and ownership. By successfully implementing new delivery and ownership models, Fortos have ensured that clients reached the forefront of automotive business models, attracting new consumer segments and revenues.**

### **Client Challenge**

The automotive industry is facing one of its biggest challenges yet. New OEMs with revolutionary business and sales models are gaining momentum. Simultaneously, the automotive consumers of today have completely different preferences than previously. They do more research prior to purchase, use their vehicles differently, and are also accustomed to consumer-centric subscription services such as Netflix and Amazon.

The new business models thus emerging are now all about hassle-free ownership via digital interfaces. Consumers purchase or subscribe to their vehicles online, or via apps, and the vehicle will conveniently be delivered to their doorstep. Furthermore, consumers will never have to visit a workshop ever again since OEMs will secure that the car is pro-actively serviced, by using services such as digital service bookings and pick-up & delivery.

Fortos have supported several OEMs in their journey of performing this major transformation, by being involved in securing digital and hassle-free vehicle delivery processes, pick-up & delivery including digital service booking functionalities, as well as setting up customer care centres to support the new business models.





## Client Solution

By securing excellent project management within several initiatives, Fortos have supported consumers in attaining the new business models and capabilities required to handle the change. Fortos have been involved in both the conception, planning, development and implementation of various initiatives for clients involved in developing digital sales & delivery models, as well as hassle-free ownership of vehicles.

Fortos have designed new solutions and processes to deliver the new business models and services across several markets in Europe, Americas and Asia Pacific, such as digital delivery process, handover operations, customer care operations, digital service bookings and pick-up and delivery. The solutions and processes were initially designed on a regional level, and then also fully developed individually for each market, taking into account local prerequisites based on the clients' customer journeys, commercial strategies, and legal requirements.

To secure successful development of the local market processes for all new solutions, Fortos secured that all requirements from markets and stakeholders were completely mapped. The requirements spanned all involved areas involved in performing the new solutions, such as commercial, financial and digital capabilities. Fortos also secured the correct prioritization of requirements toward the development teams.

Fortos finally performed pilot studies and testing of processes to secure relevant market application and acceptance, and final implementation and training of local partners and resources, to secure that processes are fully operational. Both local customer care agents, dealerships as well as retail partners were fully trained, to secure that all stakeholders were fully prepared for operating the new processes and solutions.

## Client Value

By successfully developing and implementing the new digital sales & delivery models, and hassle-free ownership of vehicles, Fortos have enabled clients to reach the forefront of automotive business models, attracting new consumer segments and generating new revenue streams.

Fortos supported clients in setting clear strategies, plans and actions for all workstreams involved in setting the new processes and capabilities for the new business model. Fortos also made sure that deliveries were provided by respective workstreams, by keeping relevant stakeholders and suppliers updated.

By working pro-actively and providing external insight when setting up the strategy and requirements within the organization, and towards suppliers, the project enabled a clear setup of workstreams in both development and implementation.

Finally, Fortos secured that the new processes and capabilities were fully implemented and operational before handing responsibility over to the clients, delivering real and sustainable value by executing and implementing the strategy.

## Want to know more?

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## About Fortos

*Transformation is our heritage. Fortos has a long history as one of the most valuable advisors to leading multinational organizations in the Automotive industry. We support our clients to achieve successful transformations through our deep understanding of their business, our world-class transformation competence and long term commitment to deliver sustainable client value. Learn more about us at [Fortos.se](http://Fortos.se)*

