Connected, software-defined vehicles are ushering in a new era of customer relationships within the automotive industry. Connectivity offers more than just new products and models – it enables deep, long-term and symbiotic customer relationships.

### Customer Centricity: The DNA of Connected Mobility

**What Capgemini Brings**
- **Customer Data & Services**: Closed loop new product development, high activation rates, increased brand credibility, and profitability.
- **Mobility Service Provider**: OEM-owned dealership subscription and car-sharing models, enhanced sales experience and engagement, and alternate payment plans.
- **Insights**: Unified user experience on one interface, on-board diagnostics, improved road safety, usage-based insurance, products and services aligned with need, alternate models of ownership.
- **Activation**: Efficient sustainable recycling and refurbishment, effective innovation and roll-out, and high activation rates.
- **Monetization**: Connected, software-defined vehicles are ushering in a new era of customer relationships within the automotive industry.
- **Loyalty**: Enhanced sales experience and engagement, and alternate payment plans.
- **Security**: Connected portal of account information, autonomous and assisted driving, and over-the-air (OTA) software and feature updates across vehicle life cycle.
- **Engagement**: Customer-centric service processes, consistent and engaging customer experience across vehicle life cycle, and reduced customer churn.
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### Connected Cars Create Deeply Connected Customers

Connected cars are associated with 175 zettabytes of data in 2025. By 2030, 95% of cars sold globally will be connected.

### Customers

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### Contact Us:

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### Monetization

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### Insights

- **Customer experience**: Improved road safety, usage-based insurance, products and services aligned with need, alternate models of ownership.

### Activation

- **Sales experience and engagement**: Alternate payment plans, e.g., pay-per-use.

### Security

- **Connected portal of account information**, autonomous and assisted driving, and over-the-air (OTA) software and feature updates across vehicle life cycle.

### Customer Experience

- **Insights**: Unified user experience on one interface, on-board diagnostics, improved road safety, usage-based insurance, products and services aligned with need, alternate models of ownership.

### Loyalty

- **Engagement**: Customer-centric service processes, consistent and engaging customer experience across vehicle life cycle, and reduced customer churn.

### Retail

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