

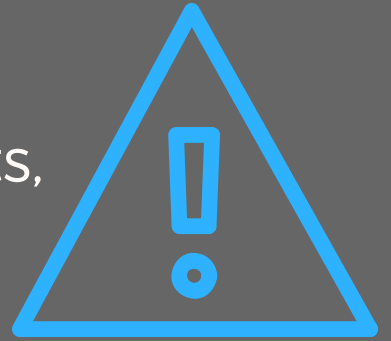


“THERE WILL BE MORE CHANGE IN THE NEXT 10 YEARS THAN WEVE WITNESSED IN THE LAST 50”

CARLOS GHOSN, CHAIRMAN & CEO OF THE RENAULT-NISSAN ALLIANCE, JANUARY 2017

THE AUTOMOTIVE SECTOR

is in an unprecedented period of change and disruption in its products, markets, brands, channels, fuels, financing, insurance, taxation / charging & communications media.



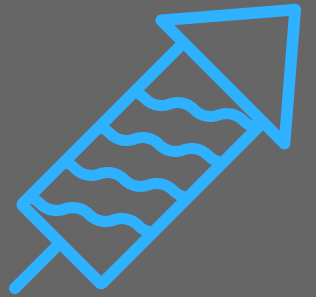
MARKET + LEGISLATION



Never before have all these aspects of the industry (and trust in them) been shaken up concurrently by both market and legislative forces.

EXPLOSION OF INNOVATION

This has precipitated an explosion of innovation. The consensus view is that vehicle ownership will be completely transformed by as soon as 2025.



CUSTOMER ENGAGEMENT



This will have implications far beyond product. How will your customer management need to change?

STAY AHEAD - START NOW

Make a difference and focus on:



CUSTOMER STRATEGY



CUSTOMER VALUE MANAGEMENT



CUSTOMER JOURNEY MAPPING

