

IMPROVING CUSTOMER EXPERIENCE

by communicating production, logistics and delivery information to the Customer in “My Porsche”



26. April 2020

IMPROVING CUSTOMER EXPERIENCE

BACKGROUND

I consider Porsche service minded whom delivers quality products and services

During the waiting time between when I placed my order of a Taycan in October 2019 and today still waiting for the delivery due to the corona pandemic, I have experienced my Porsche Center and Porsche Norway top notch

I have frequently visited forums on the Net, where there are common opinion amongst fellow users that the customers are not receiving enough, clear and concise information to the right time from Porsche

I agree this is an issue because the information is in most cases provided by the Dealer, and I suppose the main task of Dealer is to sell and not being information officer

Porsche Norway has been admirable to publish newsletter about the delivery, relieving the Dealer from handling information requests

However, from just before Easter I have experienced confusing information, which I believe is originated from Porsche AG and their handling of the corona crises

From my point of view as a digitalization consultant, I think Porsche could easily improve their information management by digitalization the current workflow, and make the information available in the web interface "My Porsche"

Porsche AG, Importers and Dealers could utilize My Porsche as a shared communication channel with the customer already from when a new customer purchase a new product or service

I made this presentation to show an example how a digitalization of the workflow could be provided to a customer, and hopefully the reader of the presentation will share it with their Dealers, Importers and Porsche AG and create an awareness and desire for the digitalization

The main objective is to inspire Porsche AG to start a process together with their Importers and Dealers, to improve the customer experience between Purchase and Delivery process, with the Customer in focus thinking Customer Journey and Service Design.

And at the end, next time we buy a new Porsche, we will not experience the same communication issues

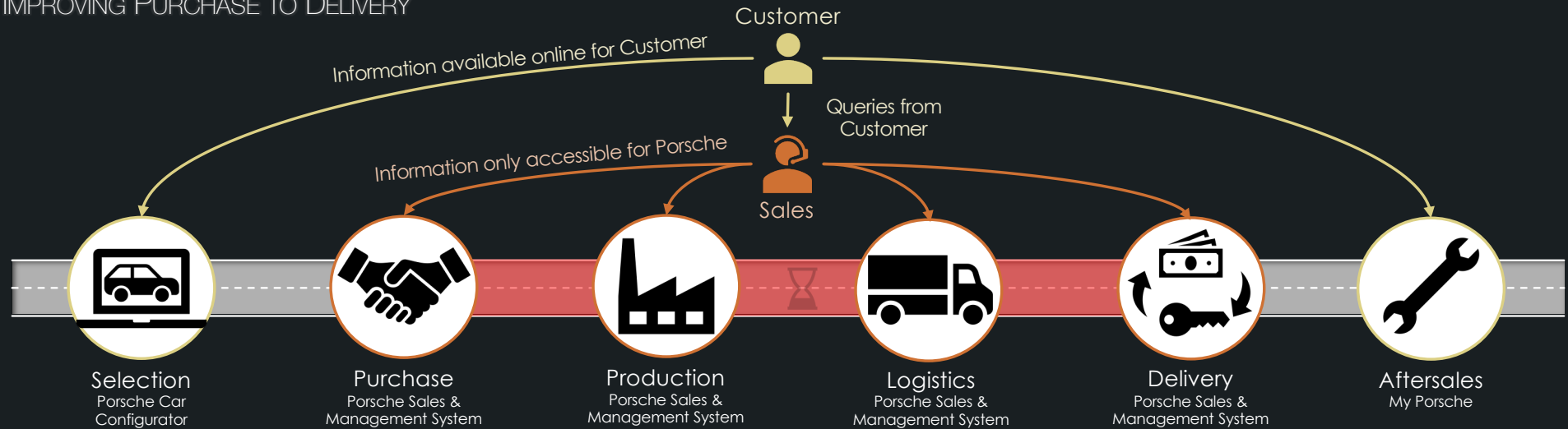
User SHN on Taycanforum

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CUSTOMER JOURNEY

IMPROVING PURCHASE TO DELIVERY



As you are seeing above, there is no online information about the manufacturing and logistics of the purchased car accessible for customer

The customer must rely on the sales representative at Porsche to get access

The sales representative is a bottle neck performing tasks that he or she is not measured on (KPI)

By removing the bottle neck by let the customer access the needed information online, the customer will most likely experience increased quality of Porsche's service and increasing customer satisfaction index (CSI)

Porsche is providing the self service and information portal "My Porsche" for its customers after delivery

Probably the best way to remove the bottle neck is to access needed information in "Porsche Sales & Management System" through "My Porsche"

It will require an integration between the two systems

By giving the customer online access to information in the waiting period between the Purchase and Delivery, gives Porsche the possibility to use My Porsche as an information channel that also can be used to marketing products, services and events

In addition this channel could easily, instantly and securely distribute urgent, critical or important information to the Customer

"My Porsche" would then be an important information channel during crisis like the current pandemic

PORSCHE SALES & MANAGEMENT SYSTEM

IMPROVING CUSTOMER ACCESS TO INFORMATION

Porsche Sales & Management System (PSMS) provides status of the purchase to the delivery processes

Best practice from a digitalization viewpoint, lets the Customer access an Internet service to obtain the status

The status codes from the PSMS should be available on My Porsche through an integration

The table to the right displays some of the status codes and the dates the codes are met

The dates are fictive and only used for examples

I have collected the codes by googling and through net forums, since my Porsche Center has been cautious to provide me with that information to avoid creating false expectations

In the following design examples, the status codes O090 and O100 will not be displayed since these are between Porsche AG and the Importer/Dealer

The design examples in this presentation display how the status codes could be presented to the Customer

Event Key	Event Name	Planned Date	Expected Date	Actual Date
V200	Delivery date determined			10.01.2020
V250	Vehicle fixed	10.02.2020	21.02.2020	21.02.2020
V260	Vehicle entry to body shop (CP 0.0)	24.02.2020	06.03.2020	06.03.2020
V300	Vehicle completion (CP 8.0)	06.03.2020	27.03.2020	20.03.2020
V333	Entry factory compound Kornwestheim	06.03.2020	27.03.2020	21.03.2020
V334	Exit factory compound Kornwestheim	09.03.2020	30.03.2020	27.03.2020
V335	Entry port Bremerhaven	13.03.2020	04.05.2020	04.05.2020
O090*	Order ready for invoicing (PAG invoice)	13.03.2020	04.05.2020	04.05.2020
V336	Exit port Bremerhaven	21.03.2020	05.05.2020	05.05.2020
O100*	PAG Invoice received	21.03.2020	05.05.2020	05.05.2020
D002**	Entry port Drammen	23.03.2020	07.05.2020	08.05.2020
D003**	Exit port Drammen	24.03.2020	11.05.2020	11.05.2020
O400	Dealer invoice created	24.03.2020	11.05.2020	11.05.2020
V900	Entry compound dealer	24.03.2020	11.05.2020	11.05.2020
V999	Vehicle delivered to customer	31.03.2020	15.05.2020	20.05.2020

* The code is for internal handling between Porsche AG and Importer/Dealer and is not need to know for the Customer

** The code is probably not correct, but it's represents state of the process in the examples later in the presentation

MY PORSCHE

IMPROVING AVAILABILITY OF INFORMATION AND FEATURES

The first page that is displayed when logging into My Porsche is your Home page displayed to the right

This page should provide an overall status on the production and delivery of your Porsche e.g. to the left of the Porsche image

The main reason for a customer who has ordered new Porsche to login is to check the status of the order

There are as you can see available spaces on the Homepage that could be allocated to new features such as:

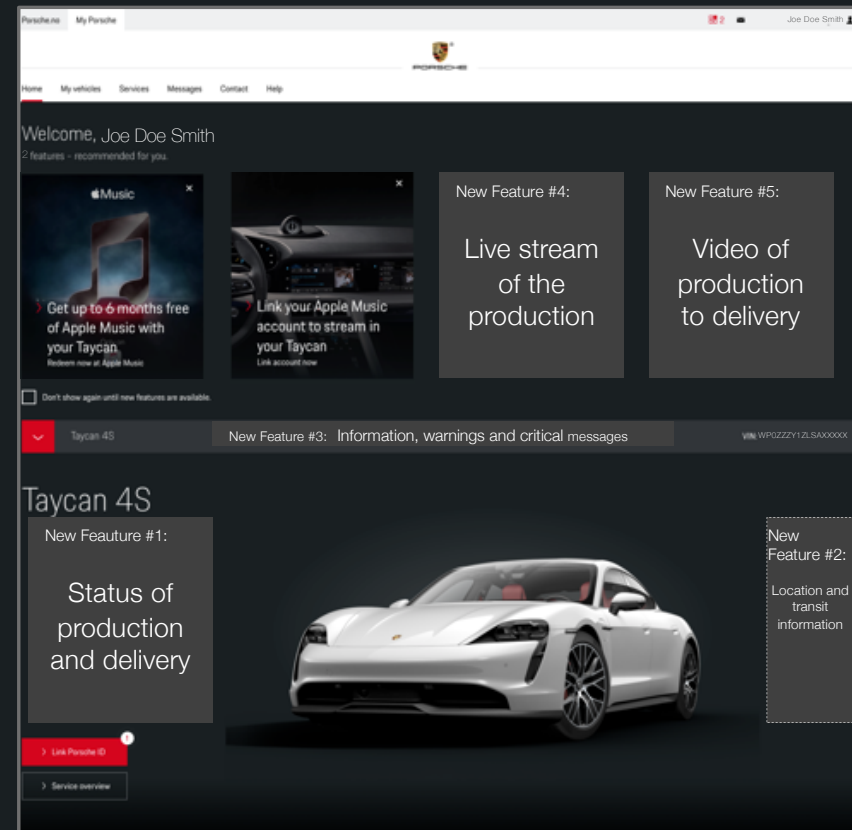
New Feature #1: Status of production and delivery (Priority 1)

New Feature #2: Location and transit information (Priority 2)

New Feature #3: Information, warnings and critical messages (Priority 3)

New Feature #4: Live stream of the production (Priority 4)

New Feature #5: Video of production to delivery (Priority 5)



STATUS OF PRODUCTION AND DELIVERY

NEW FEATURE IN MY PORSCHE

Feature #1

The Customer is more likely interested to know what production and logistics stage the delivery of his or hers new Porsche is at now, the next step at the process, and the estimated delivery date and any change to it

By adding a new object displayed where Feature #1 is places, gives the Customer easy access to that information

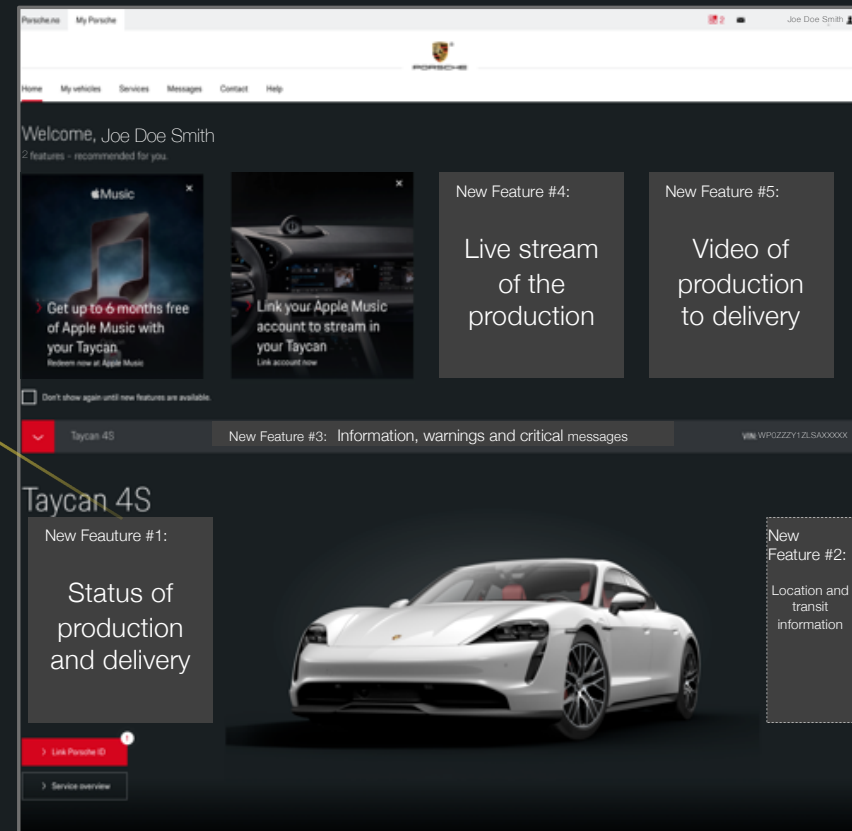
If he or she want to know further details, it can easily be made available by clicking on the object and a pop-up box with more details is visible

It is required that all this information can be extracted out of PSMS through an integration to My Porsche

The Customer may find the codes and the descriptions of the codes in the PSMS difficult to understand

Clearer description may be made available by using a conversion table, where the more meaningful description is displayed to the Customer

The design examples will show one way to display the information



LOCATION AND TRANSIT INFORMATION

NEW FEATURE IN MY PORSCHE

Feature #2

Porsche knows the fixed locations where the Porsches are built, stored and transported

By linking this information to the PSMS codes the location of the Customer's Porsche can be displayed in My Porsche

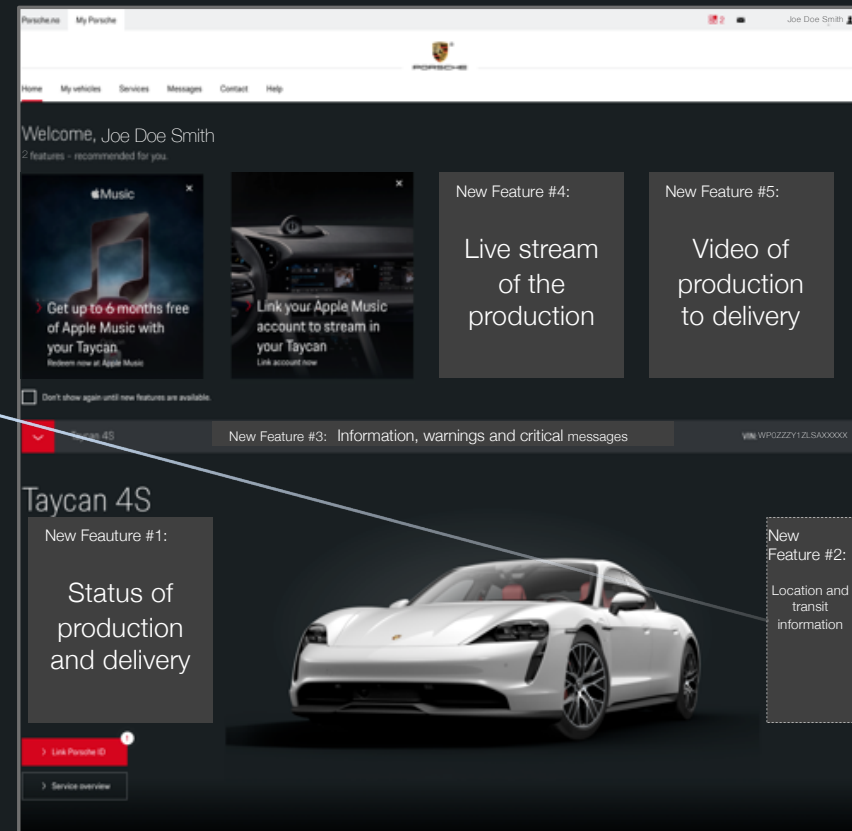
It can easily be done by displaying the location in a map, a picture of the location, a live webcam or a combination of these

More detail view may be made available by clicking on the object and direct the Customer to a new page

For instance could Porsche make a map of the production facilities available showing the different stations in of the production line and where the Customers Porsche is in the line

The logistics companies that Porsche is using for transport of the Porsches have their own systems and ways to view logistics information

These systems may be integrated with My Porsche and display transit status, or My Porsche may link to the systems



INFORMATION, WARNINGS AND CRITICAL MESSAGES

NEW FEATURE IN MY PORSCHE

Feature #3

My Porsche does have its own messaging service, which can be used to inform the Customer about the Production, Transit and Delivery steps and events

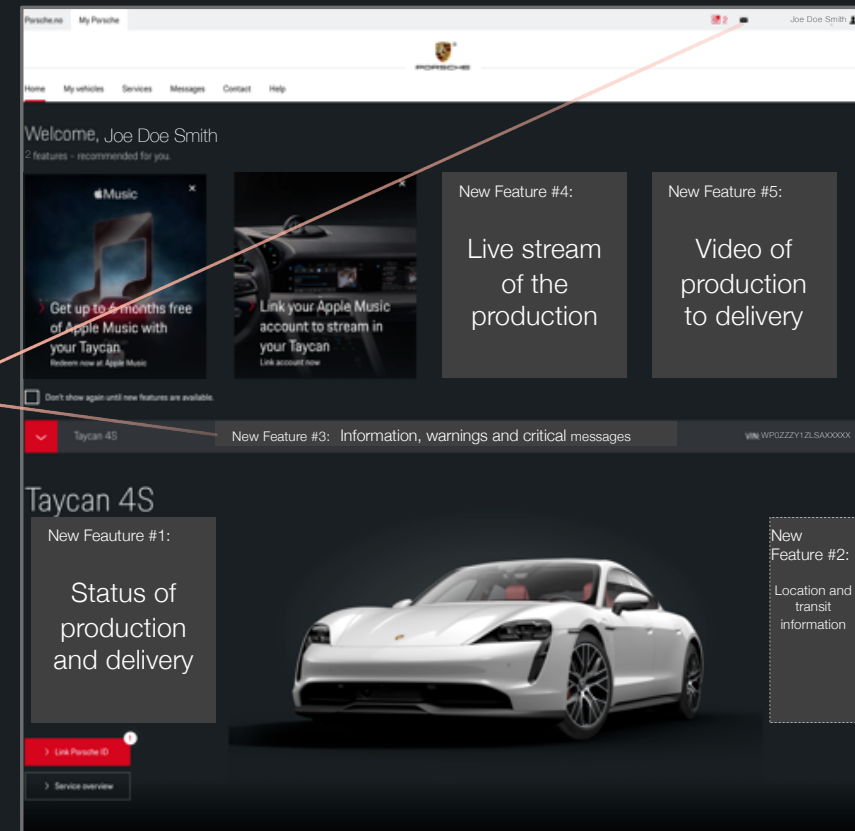
More and detailed information of causes of delays may be a good way made available by this service

Porsche will in some cases want to inform all its customers and make it more noticeable than a small envelope icon up in top right corner of My Porsche

This can be done by showing the subject of the message directly on the My Porsche Home page and displaying its importance by using different icons in front of the subject

By clicking on the subject, the Customer is directed to a page with more information

Distribution of information of the pandemic impact of the production and logistics could easily be done by this way



LIVE STREAM OF THE PRODUCTION

NEW FEATURE IN MY PORSCHE

Feature #4

Porsche made a video of the production of Taycan available on the Net

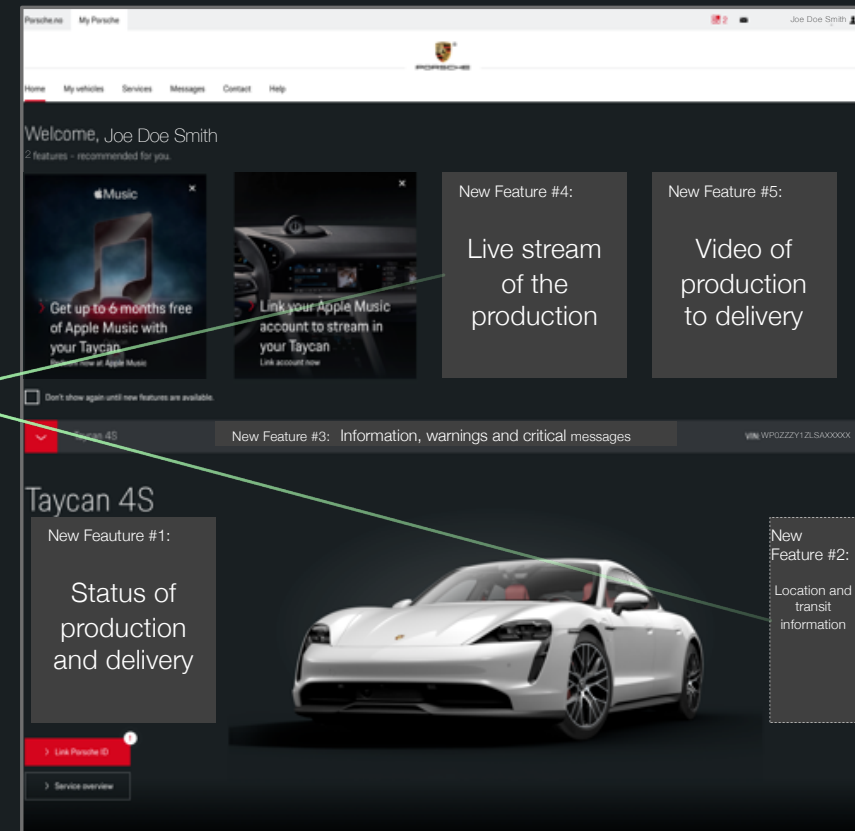
This idea could be developed further and make a live stream of the production by adding webcams to each stations in the production line

The production system has control of where the car is and by sharing this information the Customer can watch his or her car being built

Suggested in Feature #2, Porsche could make a map of the stations of the line and mark where the car is

The customer could for instance click on the station on get access to the webcam

Porsche may finance this feature by providing a paid service



VIDEO OF YOUR PORSCHE FROM BIRTH TO DELIVERY

NEW FEATURE IN MY PORSCHE

Feature #5

Build further on the idea of Feature #4, Porsche could make a video of each Porsche being built and offer it as a paid service

In addition this could be extended by distribute webcams and make arrangement with logistics supplier to record compounds, loading and unloading cars

Combined with the GPS, which is probably active when the car is loaded (Ro-Ro) and unloaded, the car could be identified on the webcam

The Dealer may record the delivery of the car

These recording could be put together and offered to the Customer

Bots can probably edit most of the recordings but recording at the Dealer is most likely manual

Porsche may start first with offering videos of the production line, and then later extend this feature

