

# ACCELERATING DIGITAL TRANSFORMATION

How Servco Pacific Created a 360 View of Its Customer Utilizing a Platform Approach with Amperity and Salesforce

**SERVCO**

Digital Strategy



# AGENDA

- ▶ Introductions
- ▶ Servco's Digital Transformation Overview
- ▶ Customer 360 with Amperity
- ▶ Marketing Innovation with Salesforce Marketing Cloud
- ▶ Advanced Data and Analytics with Tableau
- ▶ Frictionless eCommerce with Salesforce Commerce Cloud & Roadster
- ▶ Platform Recap
- ▶ Q&A

# INTRODUCTIONS



**Pete Dooher**  
SVP of Digital Strategy



**Sheila Bernardo**  
Web Project Manager



**John McDonald**  
Product Owner, Customer Engagement



**Shawn Taras**  
Director, Software Engineering



**Tausif Islam**  
Data Analytics Manager



**Brian Rothe**  
Director, Product Management



## Customer Behavior

- How people purchase vehicles
- How people use vehicles
- How MaaS fits in

## Vehicle Technology

- How will people use connected cars
- Shift toward alternative drive trains
- When will autonomous be real

## Dealer Operations

- How will vehicles be serviced
- Commission based sales vs. Relationship management

# Disruption in the Automotive World





**Innovation + Disruption =**

**SERVCC LABS**



# OUR GOALS

**SERVCC** LABS

- Look ahead to what disruptive business models & technologies could impact Servco in the short, mid, and long term
- Focus on becoming an agile and flexible organization that can adapt quickly to changes
- Be a mobility & sustainability leader in the communities we serve
- Create a sense of urgency within the organization for change



# FOCUS AREAS

**SERVCC** LABS

**Digital Transformation & CX**

**Data Analytics**

**Agile Process**

**Mobility Solutions**

**New Business Models**

**Venture Capital**

**Gov't/Community Outreach**

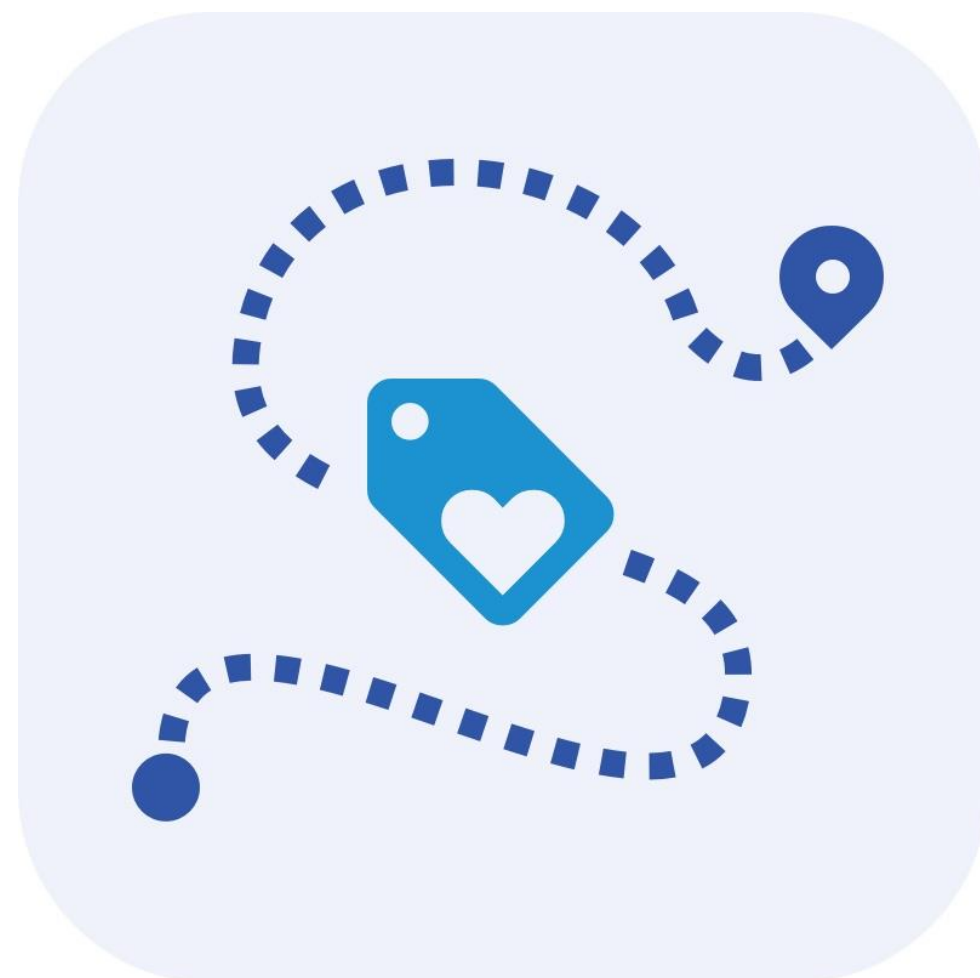
**Customer Behavior**

**Vehicle Technology**

**Dealer Operations**

# DIGITAL TRANSFORMATION OF THE SERVCO EXPERIENCE

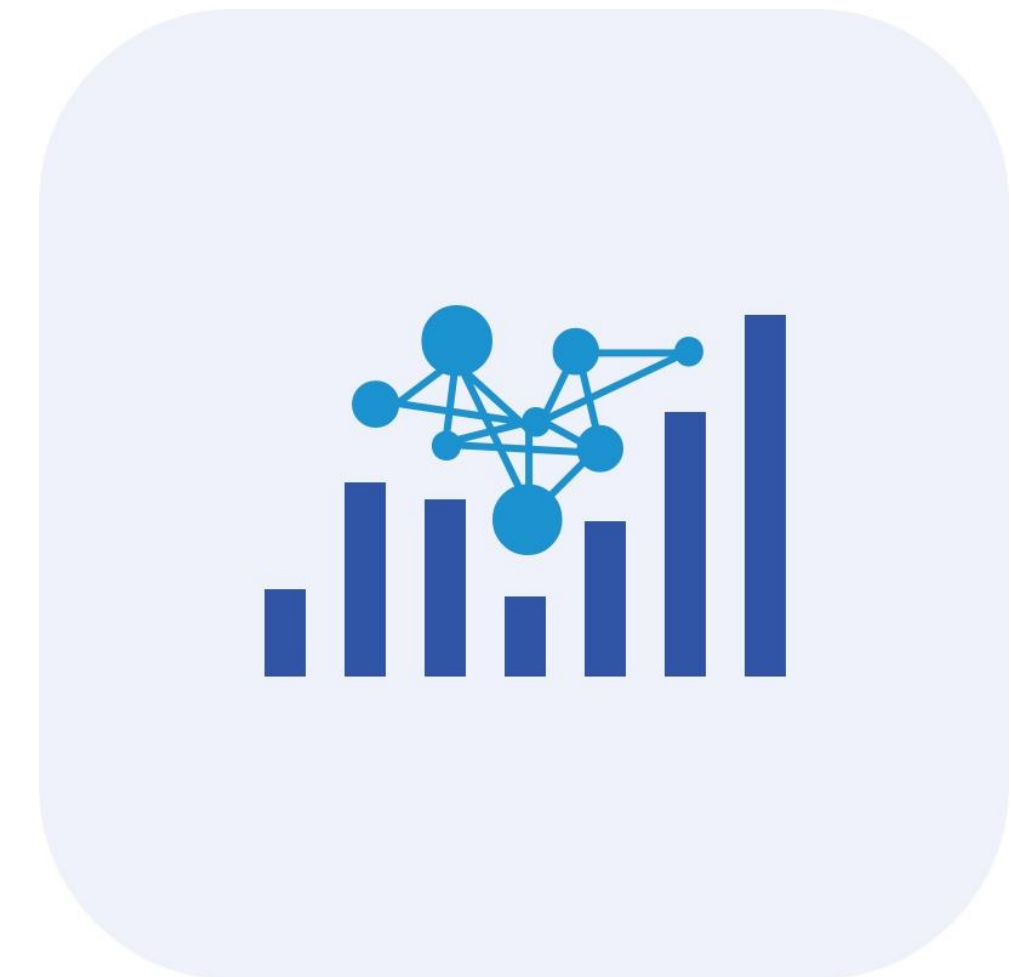
To enable customers and prospective customers to shop *how* they want, *when* they want, and *where* they want through omnichannel shopping experiences and adaptable sales processes



**Data driven Personalized  
Customer Journey**



**Frictionless Omni-Channel  
Experience**



**Platform for  
Agility & Growth**



# EMBARKING ON A NEW VIEW OF OUR CUSTOMER'S JOURNEY—AN OMNICHANNEL EXPERIENCE



## Pre-Purchase

- Information Gathering
- 1st Contact

## Consideration

- Test Drive
- Negotiation
- Trade-In

## Purchase

- F&I
- Vehicle Delivery

## Post-Purchase

- Service and Maintenance

## Loyalty

- Renewal



# THE SERVCO EXPERIENCE - OUR PLATFORM FOR AGILITY & GROWTH

Meeting our customers where they want to be met, how they want to and exactly when best to





# OUR DIGITAL ROADMAP

Testing. Results. Repeat.

 **Building Blocks**

 **Click and Mortar Integration**

 **The Servco Experience**

Year 1

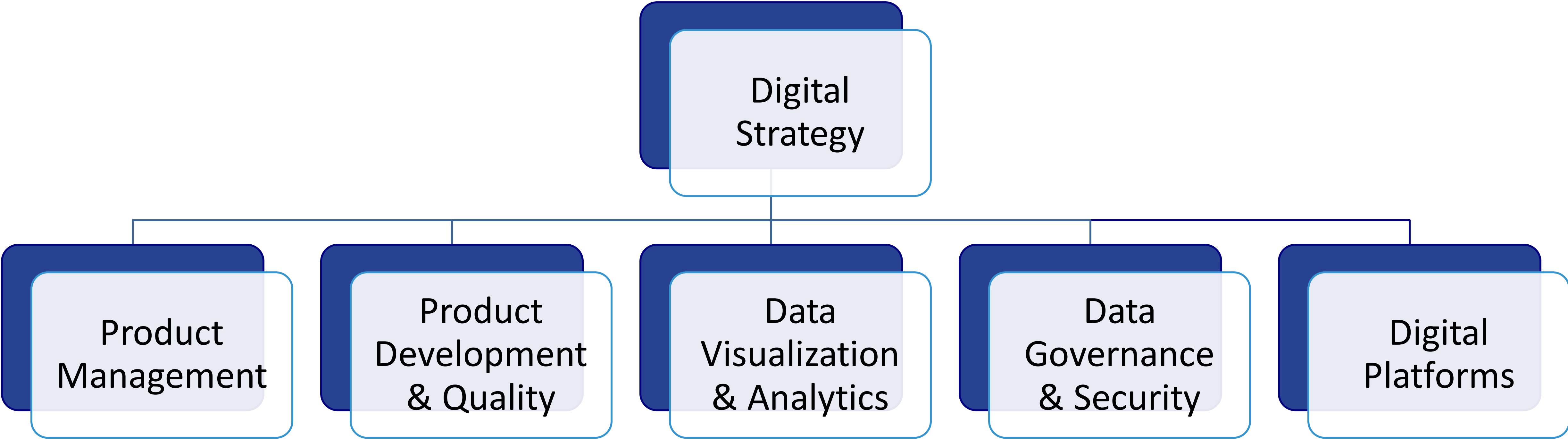
Year 2

Year 3



# BUILDING OUR DIGITAL TEAM

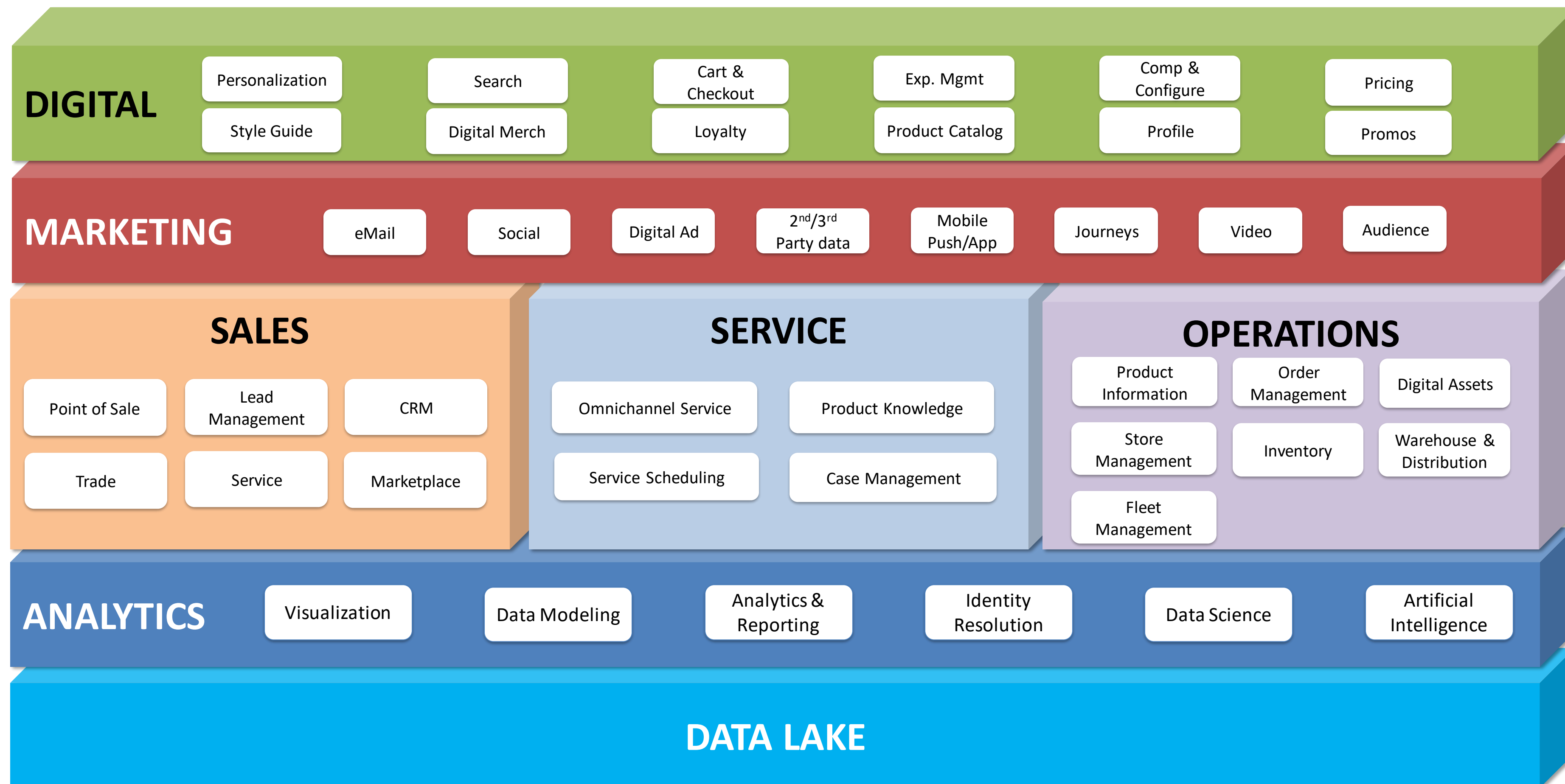
Mission: Deliver significant value to our organization through continued product innovation and enablement





# THE SERVCO EXPERIENCE PLATFORM ARCHITECTURE

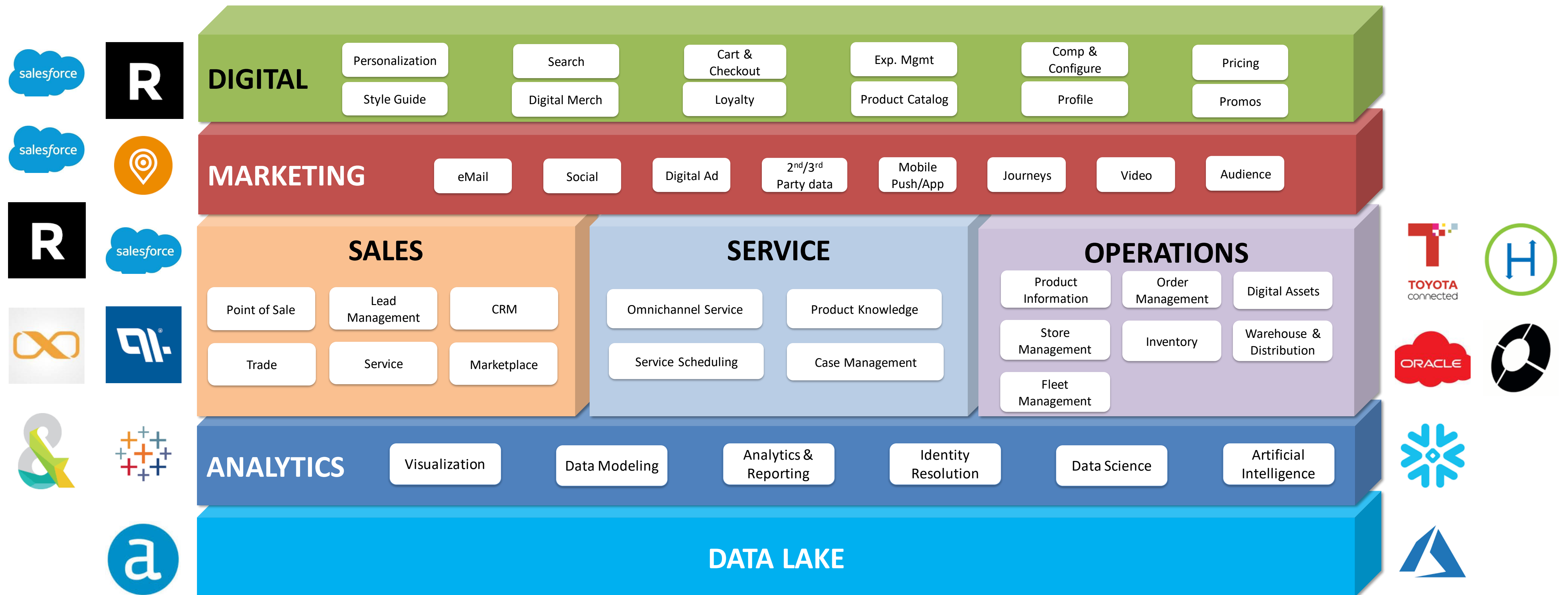
Unifying the individual customer experience across sales, service, operations and driven by data





# APPLYING A CLOUD FIRST MODEL WITH BEST IN CLASS PARTNERS

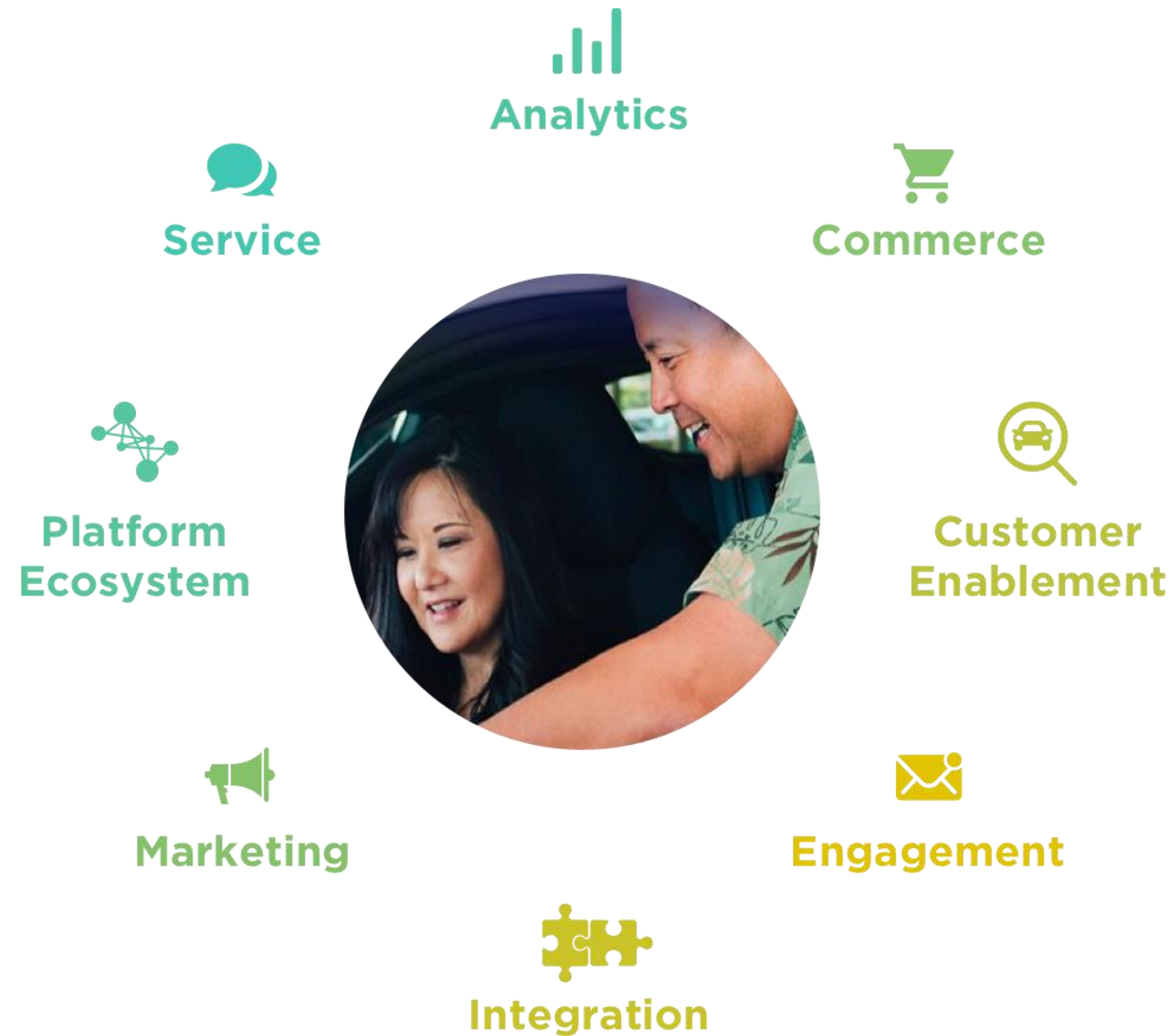
We selected best in class partners with deep R&D, along with our own build team to deliver





# DEVELOPING OUR SERVCO CUSTOMER 360 AROUND DATA

Unifying disparate data sources into one 360 customer journey



## Declared Data

What The Customer Tells Us directly

## Observed Data

What We See from behavioral interactions

## Inferred Data

What We Can Calculate and model

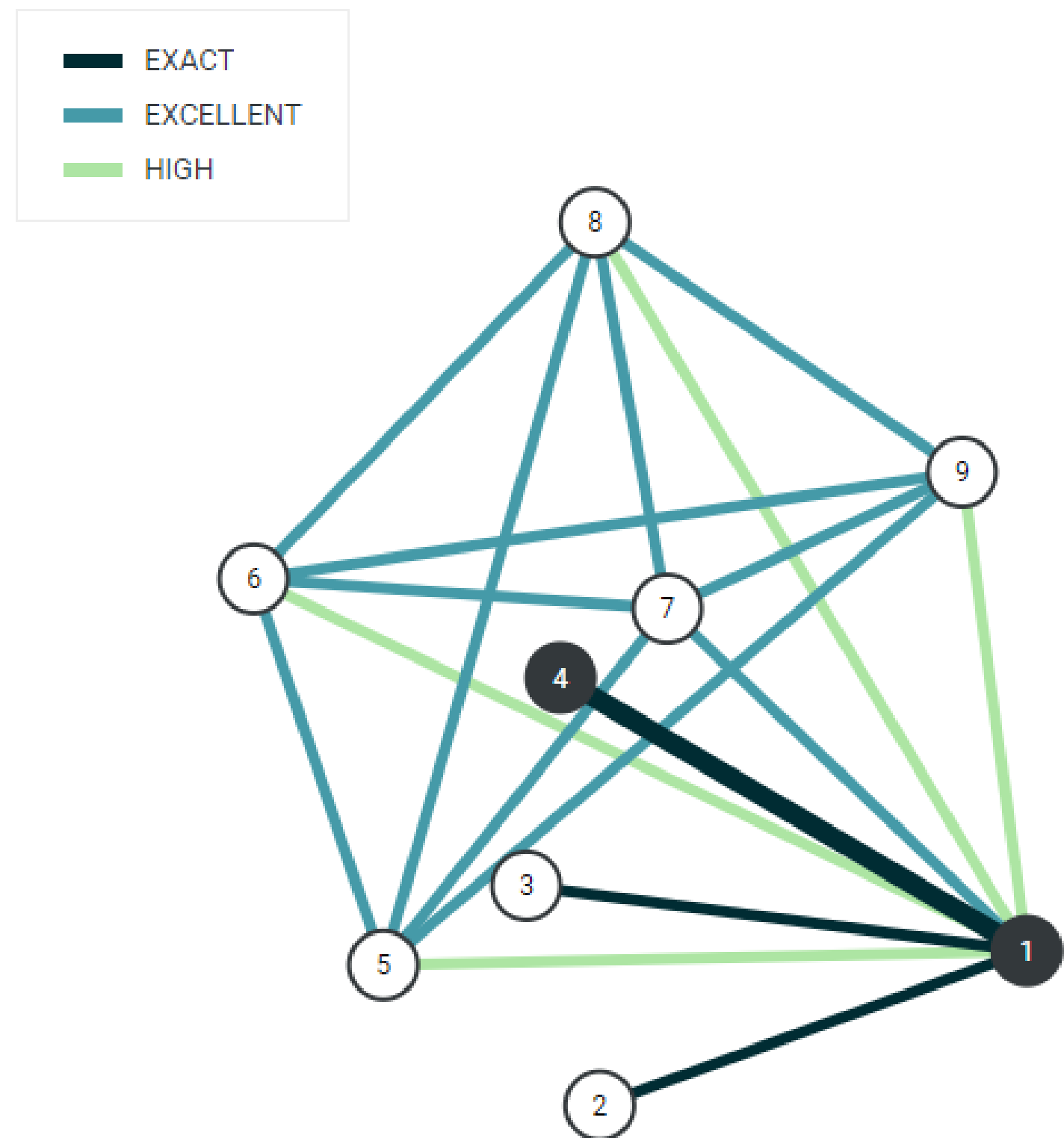
## Predictive Data

Utilizing Artificial intelligence to predict needs



# ESTABLISHING A FOUNDATIONAL CDP - AMPERITY

First we had to solve the problem of clearly identifying our customers across every journey point



- ▶ **Intelligent AI Identity Resolution**
  - Advanced machine learning for rapid data processing
  - High accuracy match rate
- ▶ **Source data is not changed**
- ▶ **Utilized for email segments and ad hoc reporting**



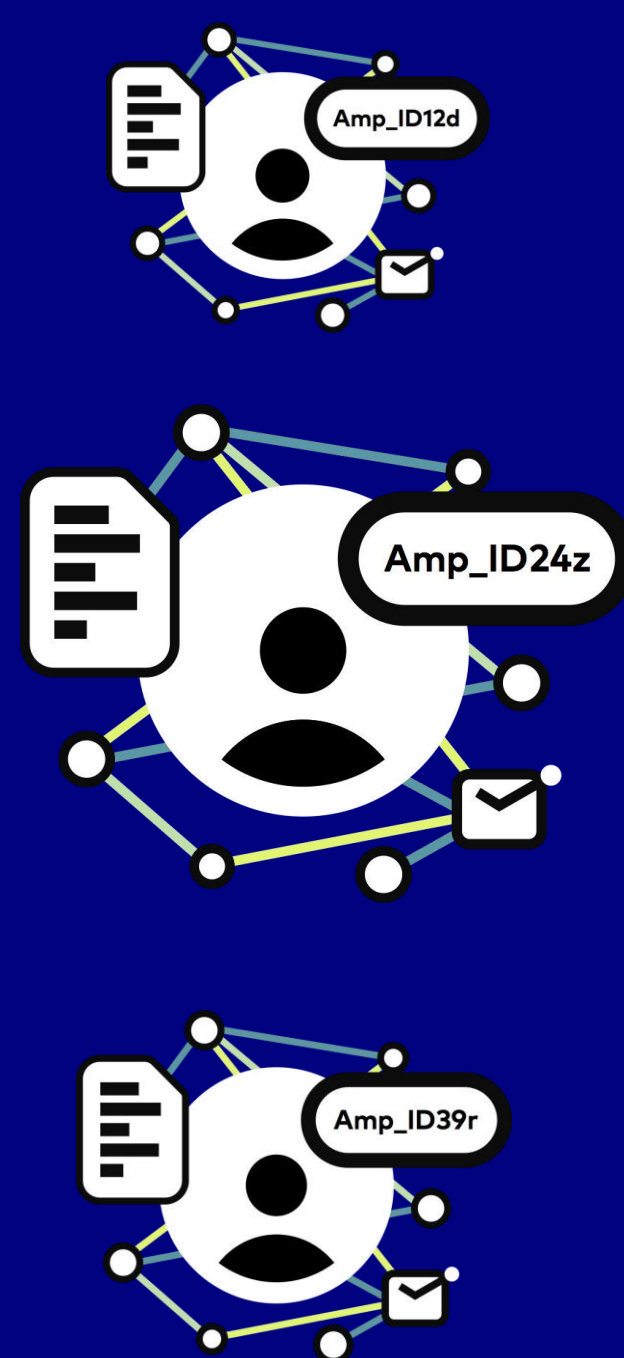
## Flexible Data Ingestion

Raw, at-scale ingestion from any source

- DMS - DealerTrack
- Web Sales - Roadster
- CRM - DealerSocket
- Online Payment - Xtime
- Loyalty - Lexus Perks
- Email - Salesforce
- Demographic
- Etc...

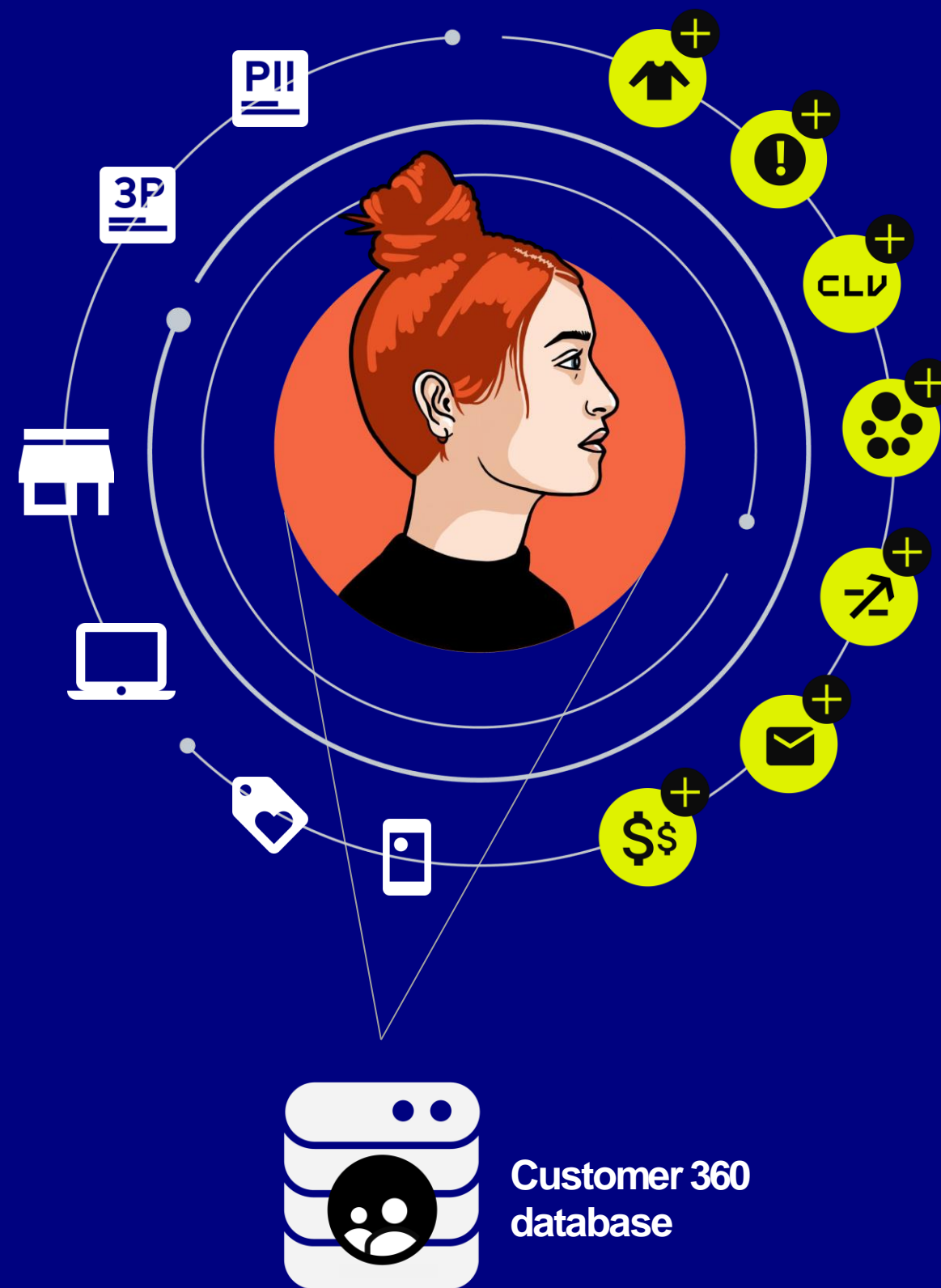
## Identity Resolution

Patented machine learning process with universal stable ID



## Customer 360 & Profile Enrichment

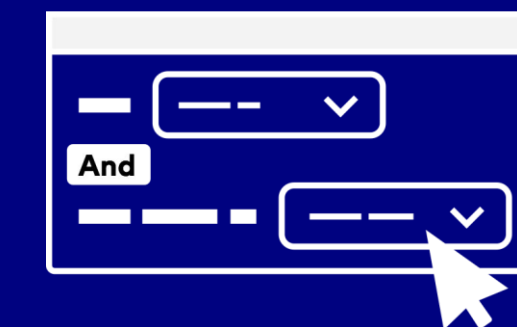
A source of truth for every customer, enriched with transaction, engagement, and demographic insights



## Insights & Segmentation

Find opportunities and segments that matter

- Service Churn Prevention
- 1x-2x Vehicle Conversion
- High-Value Cultivation
- Model Affinities / Persona Types



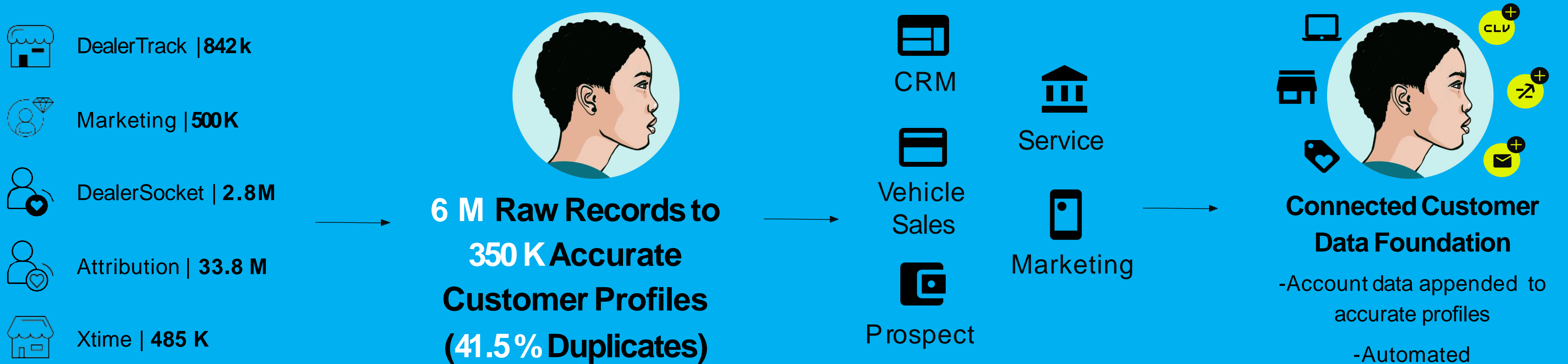
## Automation & Integration

Direct delivery to dozens of marketing, analytics, and BI tools


- Email
- Digital Marketing
- Loyalty Rewards
- Customer Service
- Direct Mail
- POS CRM
- Display
- Etc...



# SOLVING SIGNIFICANT DATA QUALITY ISSUES




**CUSTOMER EXPERIENCE**




Multiple emails from one & across dealerships  
Bad CRM experience not knowing holistic journey

**CUSTOMER ANALYTICS**



Don't have accurate view of sales & service retention metrics when over 40% have multiple profiles  
Inability to mine data effectively

**SEGMENTS & TARGETING**



Couldn't readily target customers or segment based on previous purchasing behavior



# HOW AMPERITY DOES IT

## End-to-end process of Amperity's intelligent identity resolution

### STEP 1: SEMANTIC TAGGING

Raw data is assigned semantic labels.

E.g. Strings become emails, names, gender etc.

### STEP 2: PREPROCESSING

PII data is standardized for matching, extracting new meaning from data (gender, demo); filtering for bad value

E.g. WA becomes Washington

### STEP 3: UNION OF TABLES

Distinct customer tables turned into a single virtual table, aligning common semantic data types.

E.g. vtable = eComm customers + Loyalty members

### STEP 4: MATCHING

Records in this virtual table are de-duplicated using machine learning techniques.

E.g. Human = Record 1 + Record 2 + Record 3

### STEP 5: AMPERITY IDs

Stable Amperity IDs assigned to clusters, representing unique individuals.

E.g. Amp ID 1 = Rebecca = Record 1 + Record 2 + Record 3



## HOW WE APPROACHED IT

We took a test and learn approach to pilot the efficacy of the Amperity platform on our customer master data

- ▶ 3 Month Proof of Concept
- ▶ Scaled to support all Retail marketing segmentation needs
- ▶ Evolved to create both a Customer 360 and Vehicle 360
- ▶ Foundation for advanced data visualizations on top of Tableau
- ▶ Adding in new data sources to continue to build rich customer profiles





# OUR CUSTOMER DATA PLATFORM UNLOCKS POTENTIAL

Maximizes our cross functional teams' effectiveness now and into the future

## Marketing



- ▶ Accurate, comprehensive customer profiles; refreshed daily
- ▶ Valuable attributes appended to every profile for robust segments
- ▶ Multiplying the # of targeted, personalized marketing campaigns
- ▶ Marketing attribution to measure campaign effectiveness & evolve

## Analytics



- ▶ Empower analytics resources to efficiently deliver value frequently
- ▶ Customer acquisition, retention & churn dashboards automated
- ▶ Marketing & sales funnel generated to allocate resources strategically

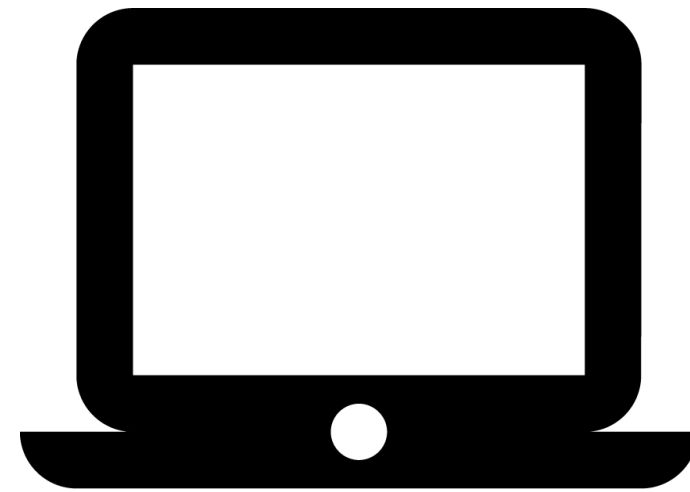
## IT & Digital



- ▶ Customer data foundation capable of supporting ALL future initiatives
- ▶ Streamlined IT workflows related to all customer domain projects
- ▶ Digital growth objectives has access to optimized data assets for personalization

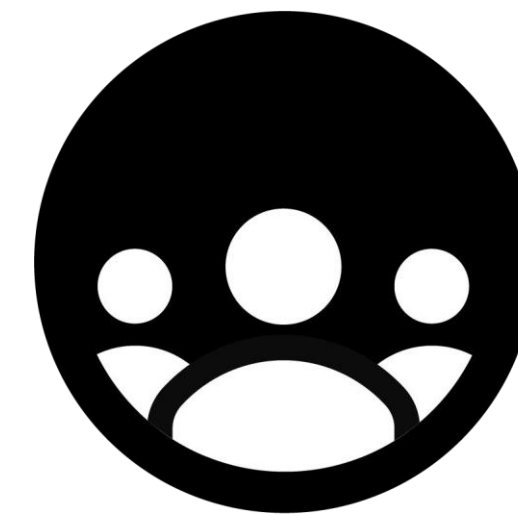


# DATA FOUNDATION FOR FUTURE INNOVATION



## Connected Digital Experiences

Amperity supports rapid ingestion & unification of future customer data assets across digital initiatives & tech stack transitions



## Streamlined IT Workflows

IT initiatives surrounding the consumer domain (new rooftops, system transitions, cloud adoption) accelerated due to Amperity data foundation



# ADVANCED ANALYTICS & AUTOMATED INSIGHTS

Amperity creates a unified data source to make customer data readily available for use

## CUSTOMER360 LOOKUP

Select Customer

---

**Primary Contact Info**

**TAUSIF ISLAM**  
17dd95a6-d44a-3f06-8fcb-69db777a5f04

**Email:** TAUSIF.ISLAM@SERVCO.COM  
**Address:**  
**Phone:** 4254996464  
**Vehicles Owned:** 2

**DealerTrack Sales History**

**Sale Date:** 8/4/19

**Dealership:** SAH  
**Stock Number:** K924640  
**Sale Type:** F  
**Price:** \$21,285  
**Primary Salesperson:** TREVOR APPLEBAUM  
**FI Manager:** MARC NAKANISHI

**Vehicle:** 2019 TOYOTA COROLLA HATCHBACK  
**Vehicle VIN:** JTNK4RBE3K3064461  
**Sale Date:** 6/7/19

[Other Vehicles](#)

**Recent Service History**

**Vehicle:** 2019 TOYOTA TACOMA 4X2  
**Vehicle VIN:** 5TFAZ5CN4KX080766

**Service Dealer Recent:** SAH  
**Recent Service RO Open Date:** 6/24/20  
**Recent Service RO Close Date:** 6/24/20  
**Service Mileage Recent:** 11,631

**Vehicle:** 2019 TOYOTA COROLLA HATCHBACK  
**Vehicle VIN:** JTNK4RBE3K3064461

**Service Dealer Recent:** SAH  
**Recent Service RO Open Date:** 6/5/20  
**Recent Service RO Close Date:** 6/5/20  
**Service Mileage Recent:** 11,161



# AMPERITY & MARKETING CLOUD – DELIVERING RESULTS

## Speed & Scale

Time to ingest & stitch data

Near real time data processing at scale allowing us to build customer segments **140x** faster

## Workflow Improvement

Data flows & platform access

Automated processing requires minimal manual intervention. We can now ask more detailed questions about our customers and **get answers right away**

## Case Study: Servco Lexus Summer Spectacular Sales Event

New stitched data used for a prospecting A/B test for Lexus vs. the existing customer file. **The time to create the target segment was reduced from three days to 30min.**

**↑ 5%**  
Deliverability

**↑ 36%**  
Open Rates

**↑ 68%**  
Click Through Rates

**↑ 62%**  
Conversion on leads generated

# SOLVING A NEED FOR PERSONALIZED MARKETING JOURNEYS

We selected Salesforce Marketing Cloud to overcome many hurdles to effectively communicate

- ▶ Multiple, disjointed email campaigns
- ▶ Use of multiple Email Service Providers
- ▶ Dependency on 3<sup>rd</sup> Party Vendors
- ▶ Inability to track impact of email campaigns
- ▶ Inability to personalize messaging due to underlying data issues
- ▶ No automation capabilities, including retargeting
- ▶ Lack of test and learn (A/B testing and optimization)



**Email Studio**  
Email Marketing Platform



**Mobile Studio**  
Mobile Messaging



**Advertising Studio**  
Audience & Campaign Management



**Social Studio**  
Social Media Marketing



**Salesforce Data Studio**  
Data Sharing Platform



**Journey Builder**  
Cross Channel Consumer Engagement



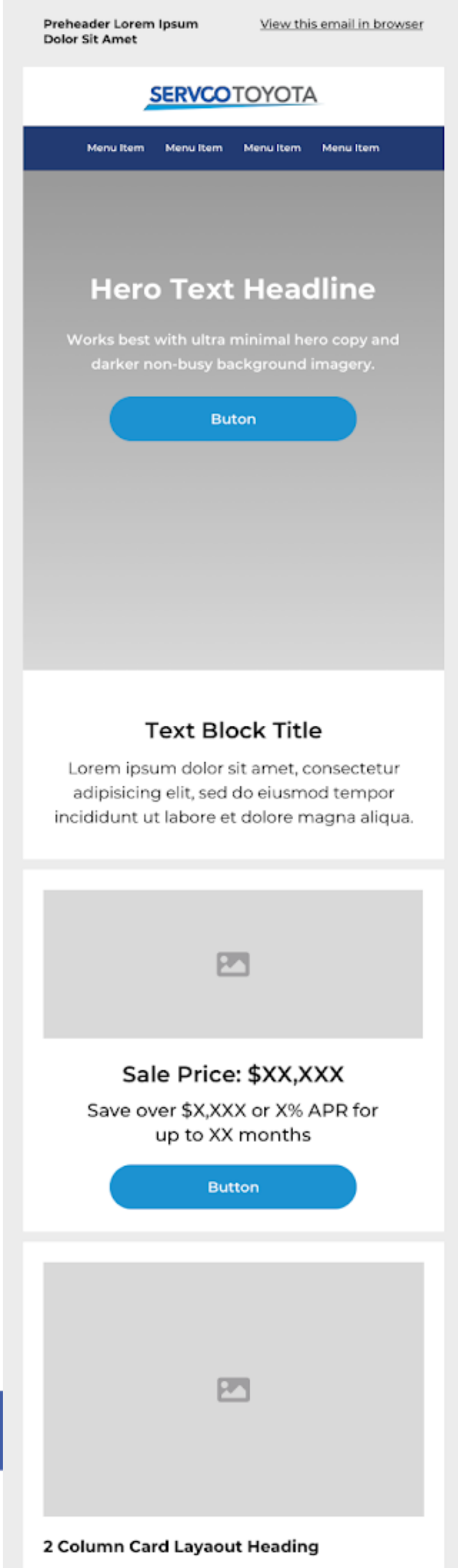
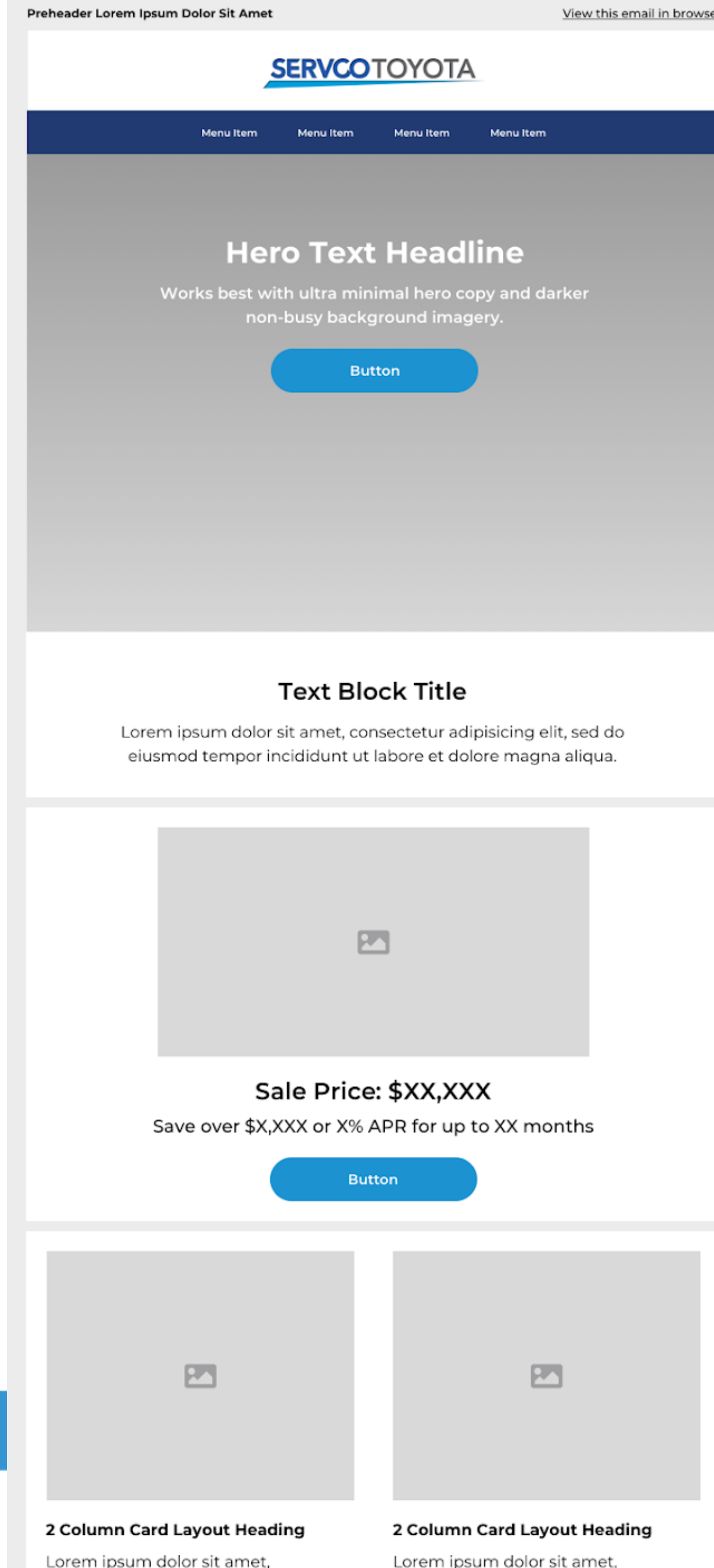
**Salesforce DMP**  
Data Management Platform



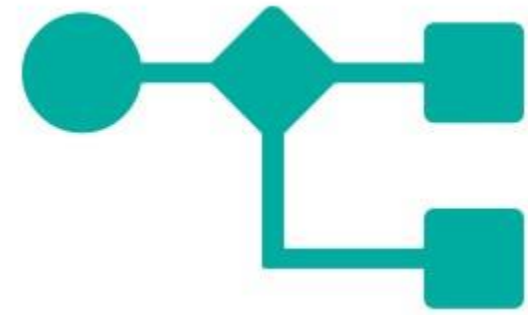
# HOW WE APPROACHED IT

## Marketing Cloud

- Built a solid Marketing Cloud foundation in summer 2019
- Scaled across automotive brands
- Automation Studio used for scheduled sends
- Beginning to use Journey Builder for more sophisticated automation
- Growing with Advertising Studio and Commerce Cloud integration



# MARKETING CLOUD AUTOMATION



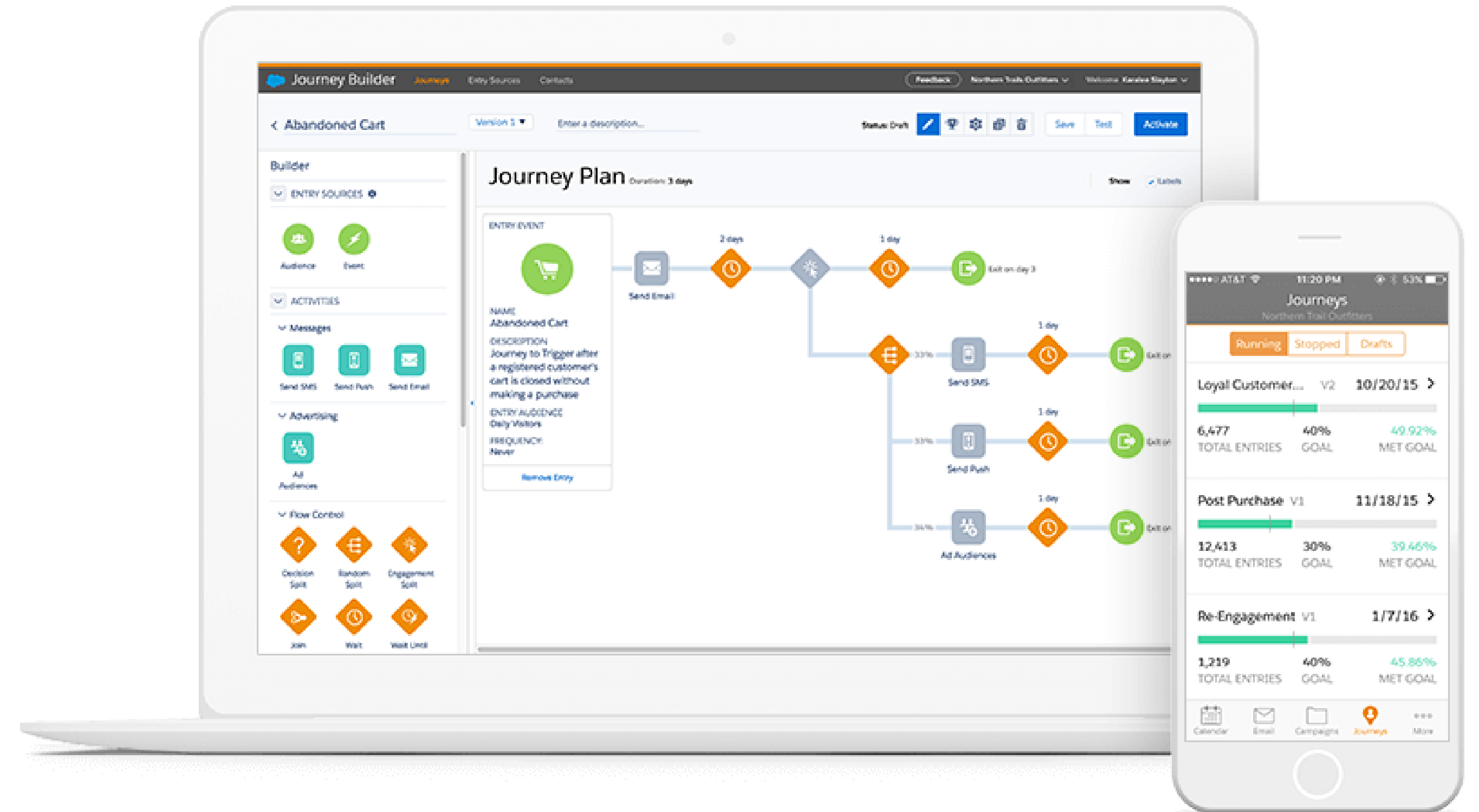
## Multi-Step Journey



## Single Send Journey



## Transactional Send Journey







# AUTOMATION BUILDING BLOCKS


## Entry Sources


## Activities


## Flow Control


- 

Data Extension
- 


API Event
- 


Audience
- 


CloudPages
- 


Salesforce Data
- 


Event


- 

Push Notification
- 


Inbox
- 


LINE Message
- 


In-App Message
- 


SMS
- 


Email


- 


Wait By Duration
- 


Wait Until Date
- 


Wait By Attribute
- 

Decision Split
- 

Path Optimizer
- 

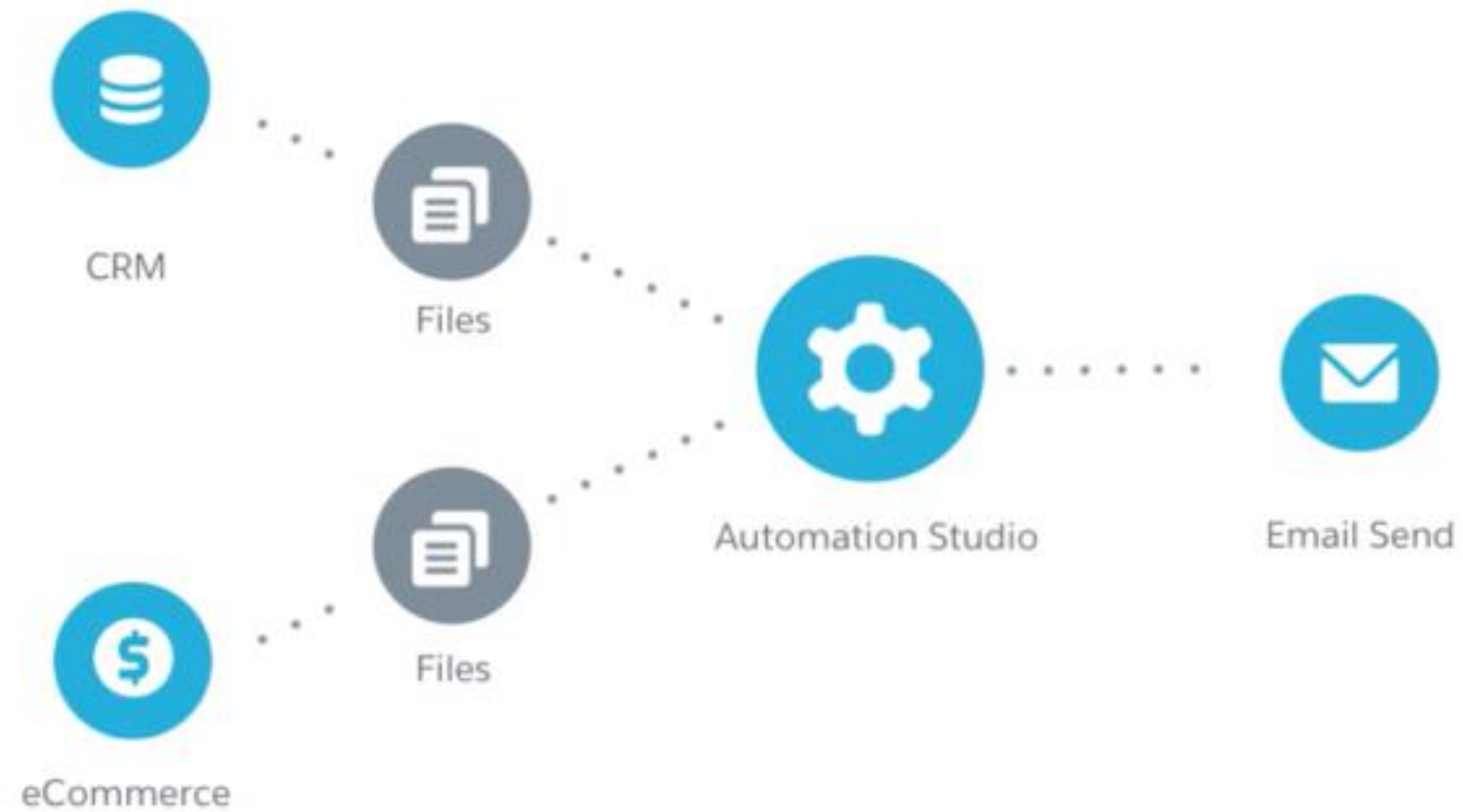
Engagement Split
- 

Random Split
- 

Join
- 

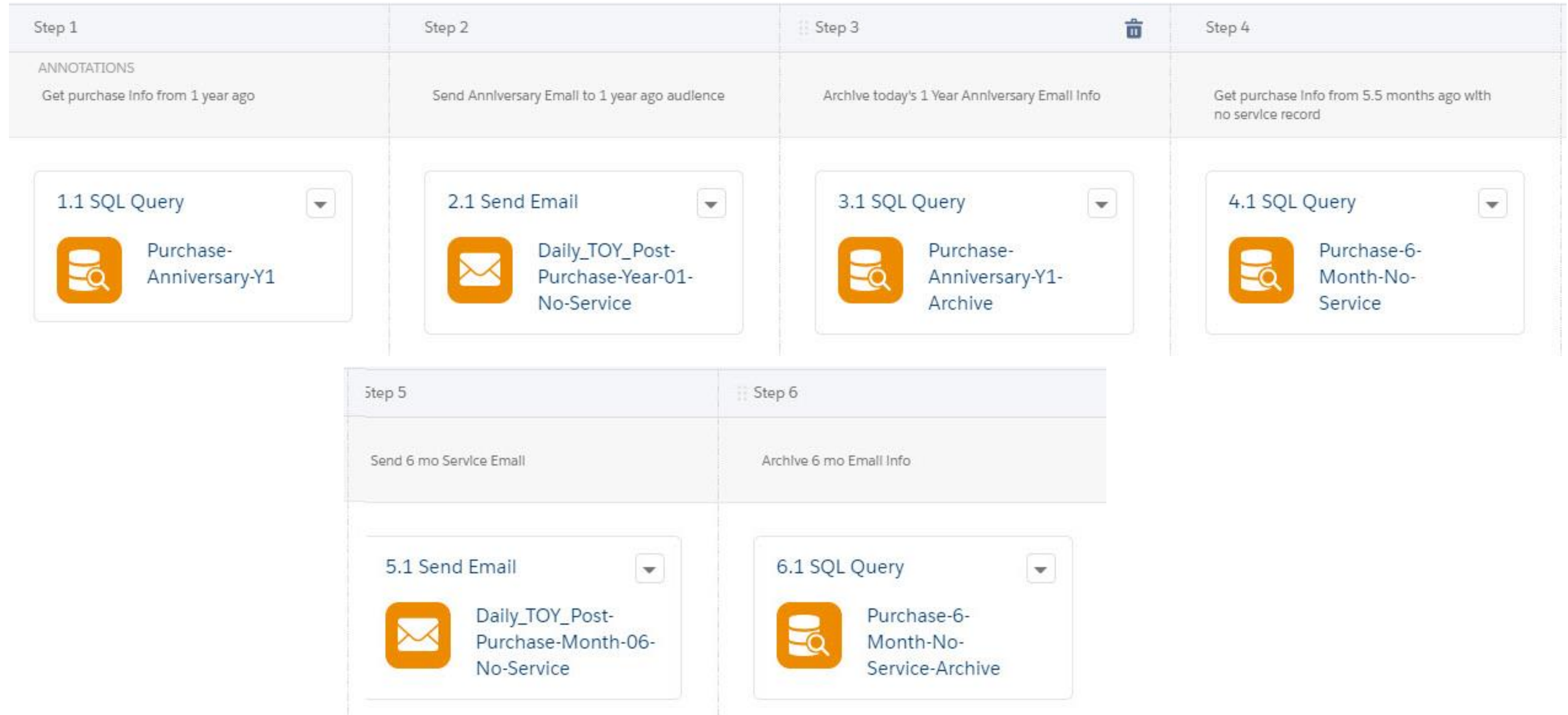
Einstein STO

# HOW WE ARE USING AUTOMATIONS





# PURCHASE ANNIVERSARY AUTOMATION



# HOW WE ARE USING AUTOMATIONS





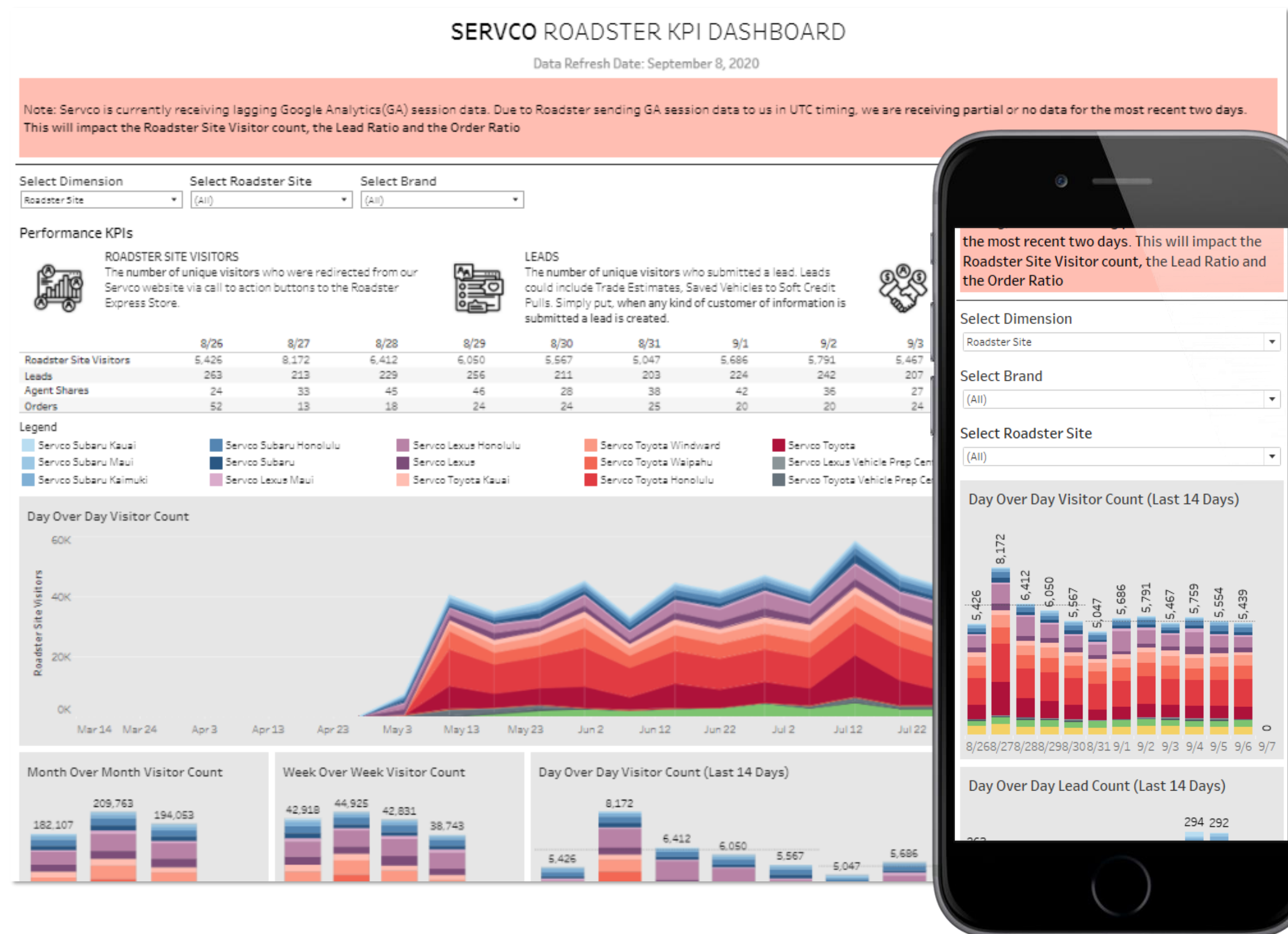
# EMAIL MARKETING FUNNEL

Taking our Resolved Customer Data and Making it Actionable



- ▶ Utilizes Amperity data
- ▶ Tracks engagement throughout the marketing funnel
- ▶ Better understanding of customer behavior
- ▶ Measure & analyze results
- ▶ Can track vehicles sold and trades

# ADVANCED DATA VISUALIZATION & ANALYTICS - TABLEAU



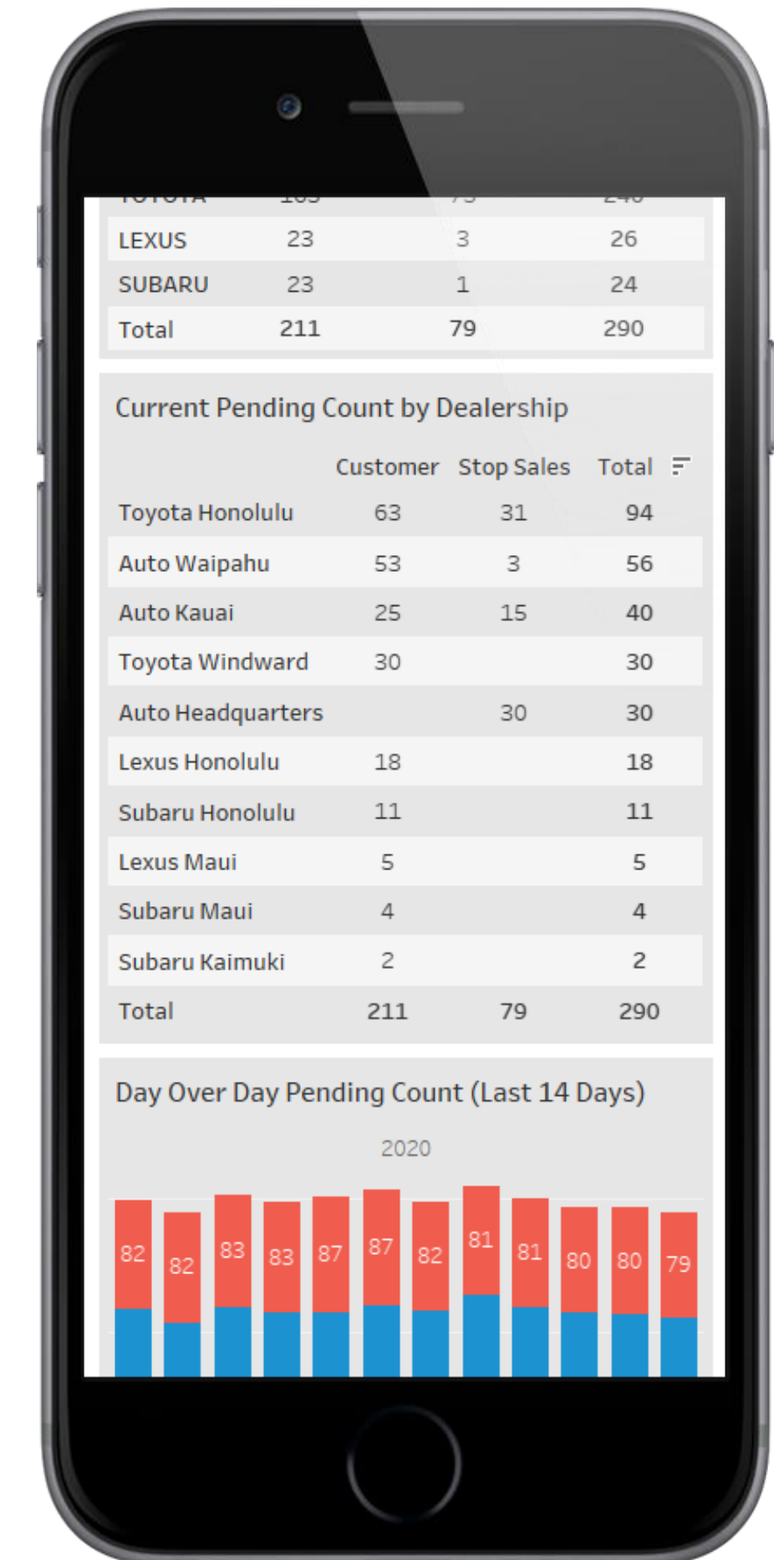
- ▶ Supports ad hoc reporting
  - Can quickly develop an MVP
- ▶ Robust reporting platform
  - Allows users to download to CSV or email/PDF subscription
  - Provides aggregated metrics whereas our platforms are set up for dealership reporting
  - Mobile friendly
- Utilizes Snowflake and SQL Server as data source



# HOW WE APPROACHED IT

## Data and Analytics

- ▶ Identified laborious reporting tasks and opportunities for new KPIs
  - Utilized Amperity and Salesforce Marketing Cloud data
- ▶ Selected the most impactful metrics and built mobile and desktop dashboards
  - Built dashboards to track the impact of COVID
    - Service cancellations
    - Vehicles Pending
- ▶ Created self service dashboards for analysts
- ▶ Trained the BI team on basic design principles
- ▶ Automated data tasks to free up analysts



# ROBOTIC PROCESS AUTOMATION WITH ALTERYX

Reducing reporting time and maximizing employee utilization

- ▶ GUI based data analytics tool
- ▶ Excels in automation tasks
- ▶ Creates automation flows quickly, like SSIS
- ▶ Versatile and easy to use tool for power users
- ▶ Self-service analytics tool

Processing  
Time

Old Process

**8hr**

New Process

**20min**

Annual Hours

**832hr**

(twice a week)

**35hr**

(twice a week)

Work Year  
Commitment

**40%**

Full Time  
Equivalent

**1.7%**

Full Time  
Equivalent



# NEXT GEN RETAIL ONLINE EXPERIENCE WITH SALESFORCE COMMERCE CLOUD & ROADSTER

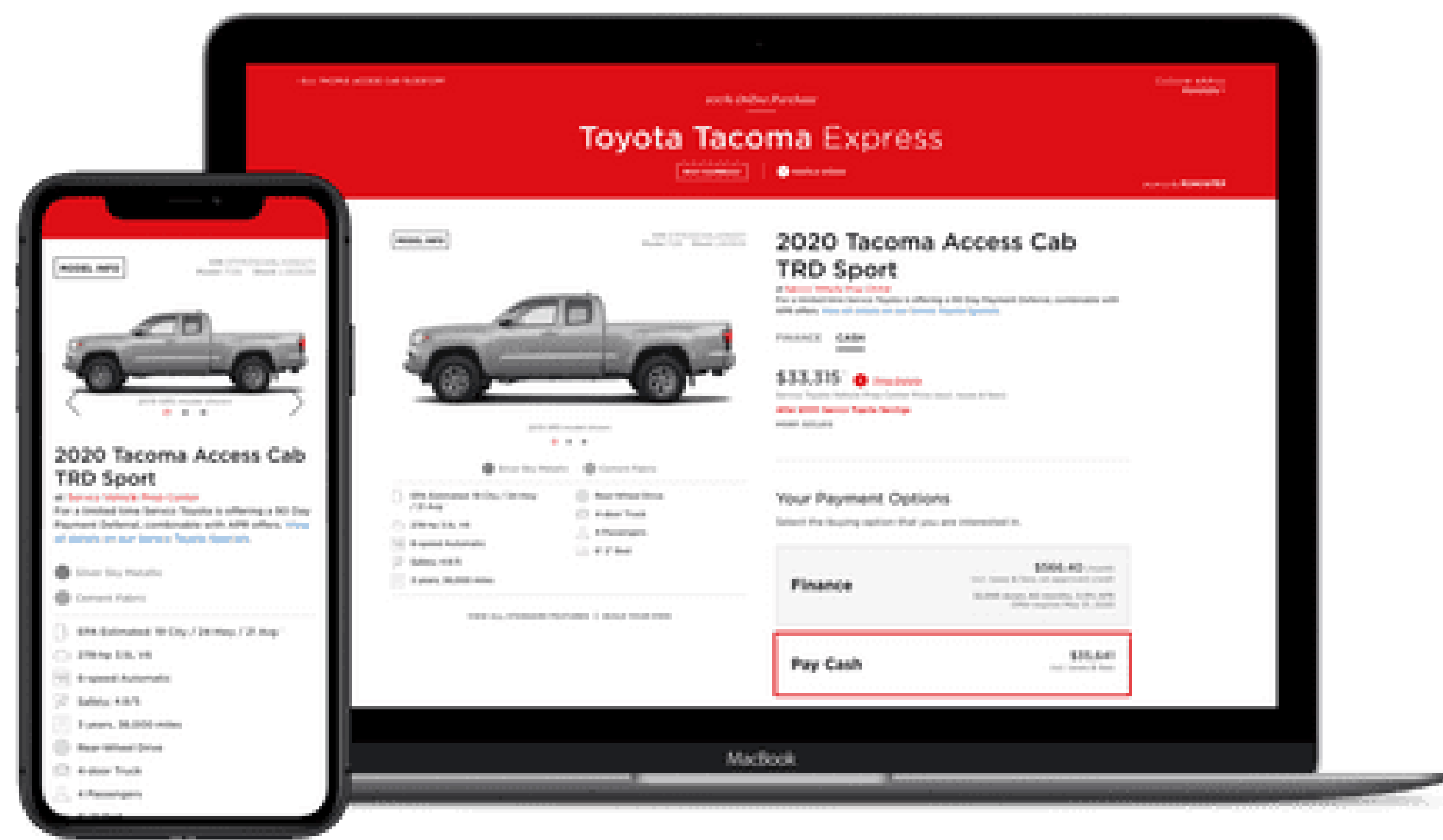
The screenshot displays the Servco Lexus Maui website interface. At the top, there is a navigation bar with the Servco Lexus logo, a search bar, and links for New Inventory, Pre-Owned Inventory, Specials, Service & Parts, Owner Perks, Sign In, and Contact Us. Below the navigation bar, a banner features a woman standing next to a silver Lexus car, with the text "THE NEW WAY TO CAR BUY" and "Buy or lease a new Lexus without stepping foot in a dealership." Below the banner, there is a search bar and a "Browse our Inventory" section with buttons for All New, Pre-Owned, Specials, and Hybrids. The main content area is titled "Pick Up Where You Left Off" and includes a "Shop Express Store" link. It displays four car models with their respective details:

2020 ES 300h	2020 NX 300h	2019 UX 250h	2020 RX 350
<ul style="list-style-type: none"> <li>● Eminent White Pearl</li> <li>● Black NuLuxe w/Linear Espresso Wood</li> </ul>	<ul style="list-style-type: none"> <li>● Eminent White Pearl</li> <li>● Black NuLuxe</li> </ul>	<ul style="list-style-type: none"> <li>● Eminent White Pearl</li> <li>● Lapis NuLuxe</li> </ul>	<ul style="list-style-type: none"> <li>● Eminent White Pearl</li> <li>● Black NuLuxe</li> </ul>
VIN: JTHD21B1S1L2071225 Stock: L060360 Model: 9040	VIN: JTJ0JRDZ1L5009029 Stock: L060877 Model: 9844	VIN: JTHY6JBH7K2022805 Stock: K961913 Model: 9732	VIN: 2T2HZMAA7LC163094 Stock: L060584 Model: 9420
MSRP: \$46,003 <b>EXPRESS PRICE</b> \$44,503*	MSRP: \$42,942 <b>EXPRESS PRICE</b> \$41,942*	MSRP: \$35,412 <b>EXPRESS PRICE</b> \$30,912*	MSRP: \$48,851 <b>EXPRESS PRICE</b> \$48,351*
at Servco Vehicle Prep Center	at Servco Vehicle Prep Center	at Servco Lexus Honolulu	at Servco Lexus Honolulu

- ▶ Best in class eCommerce platform to replace our legacy automotive sites
- ▶ Sets the foundation for a 360 degree personalized online commerce experience
- ▶ Agility and scalability to respond quickly to our customers and business needs
- ▶ Innovative use of AI and segmentation to maximize customer engagement
- ▶ Endless aisle and end to end customer lifecycle management

# ROADSTER SEAMLESS OMNICHANNEL BENEFITS

We partnered with Roadster to transform the new and used car purchase process



- ▶ Transparent online express store
- ▶ Live at all Servco Dealerships through COVID
- ▶ Enable buy online and home delivery
- ▶ Increased lead opportunities
- ▶ Improved closing ratio
- ▶ Happier Customers



# SALESFORCE COMMERCE CLOUD – ANTICIPATED BENEFITS



- ▶ Dynamic Content Management Platform
- ▶ Traffic improvement from best in class SEO
- ▶ Increased conversion from personalized merchandising/site experience
- ▶ Increased Revenue from AI driven product & promotions



# HOW WE APPROACHED IT

## Salesforce Commerce Cloud & Roadster

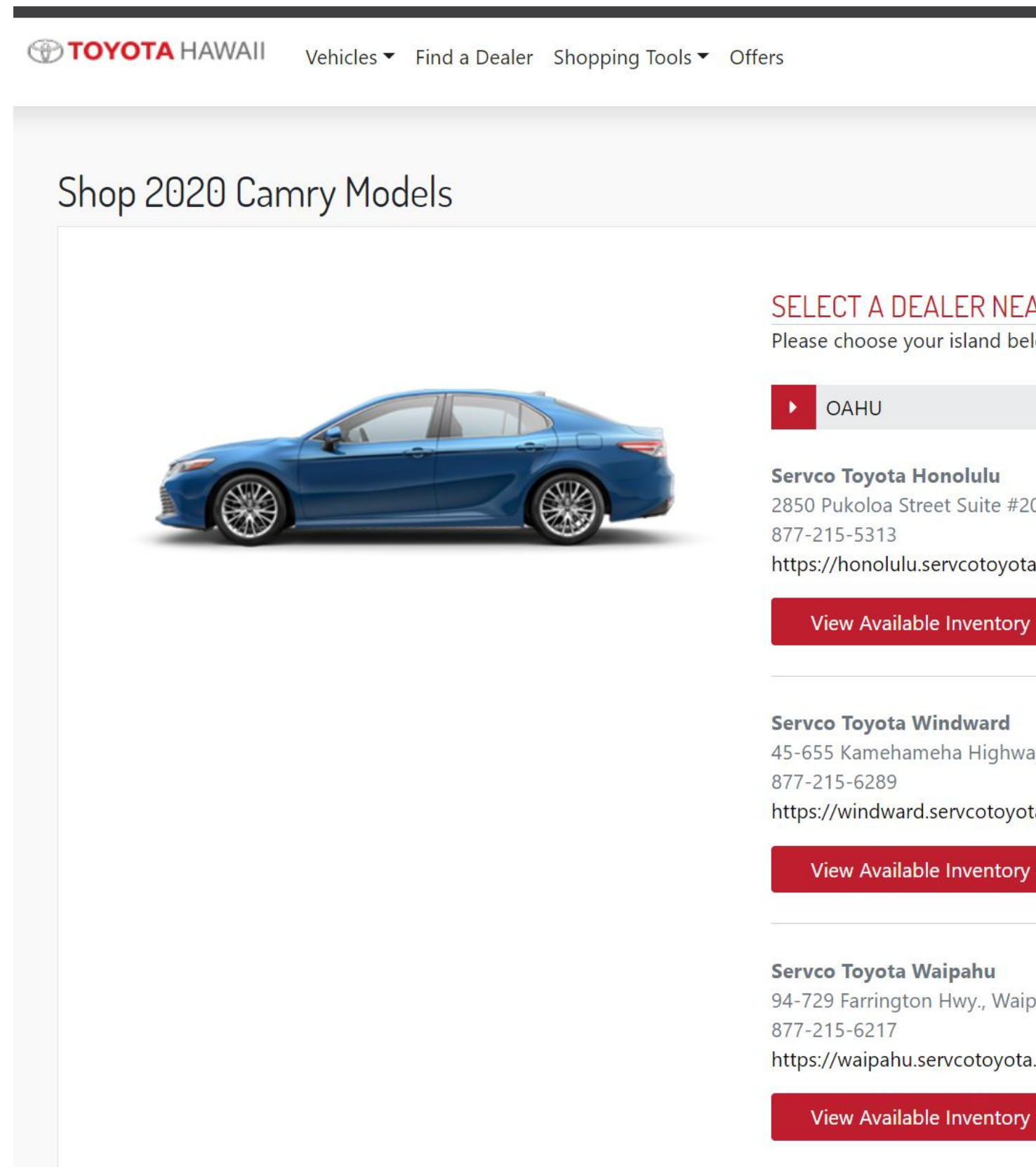
- ▶ Market research and discovery for leading edge omnichannel platforms across industries
- ▶ Went through a rigorous platform selection process with 10 platform providers
- ▶ Presented unique solution of Roadster + Salesforce Commerce Cloud for approval
- ▶ Accelerated Roadster delivery roadmap from 12 months to 3 months when COVID hit
- ▶ Trained internal team of developers on Salesforce Commerce Cloud to lead implementation directly with Salesforce
- ▶ Utilizing Agile Methodology throughout to deliver continuously, emphasis on speed to value and speed to learn





# JUST LAUNCHED - SALESFORCE WEB PLATFORM

Re-platform of toyotahawaii.com followed by Subaru and Lexus later this Fall



- ▶ Lift and shift from costly legacy platforms to modern best in class platform
- ▶ Faster and more flexible site enhancements
- ▶ Drive traffic more efficiently from distribution to retail
- ▶ Improved usability features (mobile, performance)
- ▶ Foundation for future personalized customer 360 experience

## PLATFORM IMPACT THUS FAR



- ▶ Customer Data Platform provides clear actionable insights and opportunity to drive enhanced engagement
- ▶ Robust marketing cloud delivers efficiency, test and learn and personalization in real time
- ▶ Foundation on data and analytics – ensures we are measuring everything and using data as action
- ▶ Automation delivers efficiency end to end
- ▶ Enabled personalized omnichannel customer purchase journey
- ▶ Enhanced agility to pivot quickly and meet customer needs



# PLATFORM ALTERNATIVES

CDP	Marketing Automation	Data Visualization & Analytics	Ecommerce	Team Collab
<b>Amperity</b>	<b>Salesforce Marketing Cloud</b>	<b>Tableau / Alteryx</b>	<b>Salesforce Commerce Cloud</b>	<b>Slack / Jira / Aha/ MS</b>
Salesforce 360	MailChimp	Excel	Shopify	Trello
Segment	Marketo	Power BI	WooCommerce	Asana
Tealium	HubSpot	Python	Magento	Basecamp
Apache Unom	Drip	Google Analytics	Bigcommerce	Flock

# HELPFUL RESOURCES

We are happy to help in any way

- ▶ Contact us for any follow up questions & Deep dives
  - Digital Transformation [peter.dooher@servco.com](mailto:peter.dooher@servco.com)
  - Data Visualization and Analytics [tausif.islam@servco.com](mailto:tausif.islam@servco.com)
  - Salesforce Marketing cloud [brian.rothe@servco.com](mailto:brian.rothe@servco.com),  
[john.mcdonald@servco.com](mailto:john.mcdonald@servco.com)
  - Salesforce Commerce cloud [sheila.bernardo@servco.com](mailto:sheila.bernardo@servco.com),  
[brian.rothe@servco.com](mailto:brian.rothe@servco.com)
  - Application Development [shawn.taras@servco.com](mailto:shawn.taras@servco.com)
  - Product Management [brian.rothe@servco.com](mailto:brian.rothe@servco.com)
  - Data Security & Privacy [chi.kwok@servco.com](mailto:chi.kwok@servco.com)





# Q&A

