Technical Communication Takes On Challenges from Automotive After-Sale

05/24/2014
AGENDA

- About Tweddle
- Recent Development of China Automotive Industry
- Challenges in After Sale of Automotive
- Tweddle Solutions Enhancing Ownership Experience
TWEDDLE
Developing Information, Delivering Intelligence
WHO WE ARE – HOW WE HELP

• Tweddle is an information and communications solutions company that works to discover and solve “real world” challenges for our customers.

• Everything we do is aimed at helping our customers enhance the ownership experience for their consumers.
GLOBAL REACH: 800 + EMPLOYEES WORLD WIDE
CUSTOMERS SUPPORTED

Automotive

Non-Automotive
OUR PROCESS

• Transforming Information into Actionable Intelligence

Tweddle integrates with all areas of a company to develop information, manage and transform this knowledge and deliver it as actionable intelligence when, how and where users want it to answer their ownership and service questions.
DEVELOPING INFORMATION

Knowledge Based Authoring
• Subject Matter Expertise
• Vehicle/Component Research
• Model/Market Specific Validation
• Engineering/Legal Review
• Regulatory Requirements

Creative Services
• Branding/Corporate Identity Compliance
• Photography/Videography
• Technical Imaging/Illustration/Editing
• Digital Media
• Packaging/Portfolio Design

Information Technology
• Software Engineering
• HMI Design
• Application Development
• Application Service Provider
MANAGING KNOWLEDGE

Supply Chain Integration
• Database Management
• Logistics
• Inventory Management
• Order Management
• Print Management

Content Management
• Process Workflow
• Change Management
• Composition
• SGML/XML DITA

Translation Management
• In-Country/Market Translation
• OEM Specific Glossaries/Terminology
• Translation Memory
• Self-Learning Knowledge Base
Digital and Print Deliverables
• Owner’s Information
• Quick Reference Guides
• Instructional Videos
• Interactive Media
• “Glove Box” Kits
• Service & Maintenance Information
• Diagnostic & Repair Procedures
• Websites (e-commerce enabled)
• Web Services (API)/ Application Solutions Provider (ASP)
• Web & Mobile (including in-vehicle) Applications
• Vehicle Experience Management
END-TO-END SOLUTIONS

COMPLETE SUPPLY CHAIN MANAGEMENT

Content Development / Content Management / Creative Design / Translation / Composition
Publication / Kit Assembly / Inventory Management / Distribution & Fulfillment
OUR PROCESS

• Transforming Information into Actionable Intelligence

Tweddle integrates with all areas of a company to develop information, manage and transform this knowledge and deliver it as actionable intelligence when, how and where users want it to answer their ownership and service questions.
WHEN, HOW AND WHERE: VXM DELIVERY PLATFORM

• **Cloud-based** delivery network that enables integration and transformation of data from multiple sources, and the **delivery of it as intelligence** when, how and where it is wanted.
RECENT DEVELOPMENT OF CHINA AUTO INDUSTRY

2013 Vehicles Sold (Unit: million vehicles)

<table>
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<th>Country</th>
<th>2013 Vehicles Sold (Unit: million vehicles)</th>
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<tr>
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PROFIT CONTRIBUTION SHIFTS FROM SALES TO AFTER SALE
Registered Vehicles

By 2012 year end, total registered vehicles 240 million, and 120 million passenger vehicles.

Profit from After Sale

Starting from 2011, Profit made out of after-sale increased 3 time faster than from selling vehicles. Will exceed 50% in total OEM profit in 3 years.

Massive Revenue

2012 service revenue reached 450 billion RMB. Project to reach 766 billion RMB by 2015.

Profit from After Sale

Starting from 2011, Profit made out of after-sale increased 3 time faster than from selling vehicles. Will exceed 50% in total OEM profit in 3 years.
What is the main challenge in China automotive after sale?

**Answer:** Not able to retain vehicles for service prior and after warranty expires.
MAIN AFTER-SALE CHALLENGE – NOT ABLE TO RETAIN VEHICLES FOR SERVICE PRIOR AND AFTER WARRANTY EXPIRES

- Not able to retain vehicles
- Low customer satisfaction
- Poor ownership experience

Tweddle Focus
FACTS POINTING TO UNEASY OWNERSHIP EXPERIENCE IN CHINA

- 87% * of vehicle owners do NOT understand what are covered by warranty.
- 83% of vehicle owners do NOT understand spare parts and associated labor costs.
- Majority of vehicle owners do NOT look up owner manuals for vehicle features or operations, instead, they go asking friends who likely do NOT know either.

* Resource of data: 2012 survey sponsored by China evaluation center of automotive after sale quality
VEHICLE OWNERERSHIP LIFECYCLE

Initial Ownership
- DTU Video
- User Guide DVD
- User Training

Maintenance
- After Sale Program Education
- Maintenance Remind

Diag. & Repair
- Vehicle Health Report
- Service Booking
- Remote Diag.
- Fix Issues Precisely and Quickly
- Other Assistance

Warranty Ends
- Extended Warranty Offer
- Availability of Quality Spare Parts at Low Price
TWEDDLE SOLUTIONS ENHANCING OWNERSHIP EXPERIENCE – BMW USAGE TRAINING
TWEDDLE SOLUTIONS Enhancing Ownership Experience – BMW Usage Training

➤ Features

✓ BMW Joy to Drive with videos introducing features
✓ Service Highlights: maintenance and repair knowledge
✓ My Dealership: locating dealerships

➤ Benefit to Vehicle Owners

✓ Get to know vehicle features, ease of ownership
✓ Easy & quick access to basic knowledge about after sale activities
✓ Transparent in service procedure and pricing
TWEDDLE SOLUTIONS ENHANCING OWNERSHIP EXPERIENCE – VEHICLE INFORMATION PERSONALIZATION (VIP)
TWEDDLE SOLUTIONS ENHANCING OWNERSHIP EXPERIENCE
—VEHICLE INFORMATION PERSONALIZATION (VIP)

➢ Features
  ✓ Vehicle operation with video
  ✓ Customer care features incorporated: Parking reminder, Vehicle locator
  ✓ Parts and accessories incorporated
  ✓ Social media
  ✓ Other customer assistance features

➢ Benefit to Vehicle Owners
  ✓ Easy access of how to operate vehicles
  ✓ Full knowledge of maintenance schedule
  ✓ Easy access to daily used tools making life easier
  ✓ Link to social media
TWEDDLE SOLUTIONS ENHANCING OWNERSHIP EXPERIENCE – REAL TIME VEHICLE HEALTH CHECK
TWEDDLE SOLUTIONS ENHANCING OWNERSHIP EXPERIENCE – REAL TIME VEHICLE HEALTH

➤ Features
- Adaptor to OBD outlet
- Vehicle data & driving features are sent to backend system
- Personalized message sent to vehicle owners (mobile device and web)

➤ Benefit to Vehicle Owners
- Knowledge of vehicle conditions real time
- Warning of potential issues or service reminder to owners – no worry!
- Enable interactive and effective communication with designated dealerships
TWEDDLE SOLUTIONS ENHANCING OWNERSHIP EXPERIENCE – SERVICE BOOKING
TWEDDLE SOLUTIONS ENHANCING OWNERSHIP EXPERIENCE – SERVICE BOOKING

➤ Features
✓ Service appointment enabling view detail at dealerships
✓ My car enabling availability of technical data and service history
✓ Backend system enabling interaction with vehicle owner real time
✓ Closely tied to dealership work flow

➤ Benefit to Vehicle Owners
✓ Flexible & interactive communication between owner and dealerships
✓ Access to vehicle data and repair history handy
✓ Better planning and arrangement of time
TWEDDLE SOLUTIONS HELPING TECHNICIANS FIX ISSUES QUICKLY & PRECISELY – ELECTRONIC WIRING DIAGRAMS (EWD)
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Link to Live Demo of ELECTRONIC WIRING DIAGRAMS (EWD)
TWEDDLE SOLUTIONS HELPING TECHNICIANS FIX ISSUES QUICKLY & PRECISELY – ELECTRONIC WIRING DIAGRAMS (EWD)

➢ Features
  ✓ Easy cross reference among different documentations
  ✓ Accurate trace of issues without confusion
  ✓ Significantly save time in trouble shooting

➢ Benefit to Vehicle Owners
  ✓ Less waiting time in vehicle repair & diagnostics
  ✓ Lower labor cost & low repair cost
THANK YOU!