

The customer, data and the future of **connected mobility**

The mobility sector is in its infancy but is already rapidly evolving away from its automotive parent. **changemaker** and Arvato see this as a period of massive opportunity.

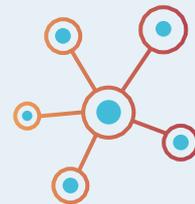
On 17th November 2022, we invited thought leaders from across the sector to Bletchley Park to discuss how to put the customer at the centre of a connected mobility ecosystem, and how to effectively use data across this ecosystem to build long-term customer relationships.



During the day, we debated the *why, what, and how* of this opportunity as a group and concluded the following:

1. One to many

Our current transactional model, usually with a single value exchange at purchase, must become one of lasting relationships with multiple value exchanges.



2. Putting people first

We're too technology-led and don't adequately understand our customers' wants, needs, and expectations. This limits our ability to create services that connect emotionally and create 'Wow!' moments that build enduring relationships.

3. Build trust

Other sectors have mastered the challenge of using data to feed a customer-centric services ecosystem. Ours has yet to do so. We must win our customers' trust by explaining why we need their data and what value they'll receive in return.



4. Simple, safe & sustainable

Users will only adopt services that are easy to use, deliver convenience, reduce cost, increase safety, and enhance personal experience. Moreover, these services must be delivered sustainably and address environmental change.



5. Collaborate, don't isolate

We must collaborate. No one company can independently develop and deliver the services we envisage. Our ecosystem must have a shared mission, aligned outcomes and work for everyone's mutual benefit. OEMs must stop measuring performance solely in terms of unit sales and think every transaction must generate revenue, and start considering customer lifetime value instead.

6. Don't fight

We must aggregate our data, not fight over who owns it. It's what we do with this data that matters.



7. New tech, new opportunity

Technologies like autonomous vehicles, digital personal assistants, and hyper-personalisation (global services tailored to a user's individual situation in a dynamic and timely fashion) offer great potential for new mobility services.

8. We snooze, we lose

This isn't just an opportunity for the sector, it's an imperative – if we don't do this, an external player will.



Our experts agreed that technology is not the barrier. The mobility sector's ability to adopt new ways of thinking and working will determine how fast it can innovate and whether it can avoid a threat and realise an opportunity.

This is a very brief distillation of a rich and wide-ranging discussion – a full report on which will be available in 2023.

If this summary, or the idea of the event itself, has made you more inquisitive about your future opportunities and new business models, please contact Jason Craker at changemaker (jason.craker@changemaker.org.uk) or Mike Sloman at Arvato (mike.sloman@arvato.co.uk).