

TLGG Consulting

Understanding opportunities in the fleet supply chain in an ever-innovating ecosystem

TLGG CONSULTING
Mobility

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Your fleet business is at the crossroads of an ecosystem in constant transformation

CONTEXT

- Global **fleet market grows steadily**; expected to double to **\$52.4B by 2027**
- **Customers demand for new custom products and services**, stakeholders are creating **specific solutions for each use cases, multiplying customer touchpoints, data points, and silos.**
- Owning the fleet customer relationship, **your company is at the front line of these new customer demands and complexity.**

OPPORTUNITY

- With the **right tools and processes in place, you have a unique opportunity** to:
- ✓ Strengthen your positioning as one of the most **customer centric fleet business in the market,**
 - ✓ **Convert today's customization and innovation challenges into a scalable high value business,**
 - ✓ Unlock additional **opportunities for future value creation.**

TLGG

- **60+ consultants** who transform businesses by **designing & implementing tailor-made solutions**
- Part of the **global Omnicom Group, a leading global media network with an agile, client-first approach**
- Deep **experience with tech rollout & implementation** of major **platforms**

WHAT WE OFFER

Among other things, we offer an **internal and external analysis** to **explore new revenue streams & opportunities** along the fleet supply chain. We also help to **develop** and **implement** a comprehensive and **holistic data monetization strategy.**

What Our Clients Say



Working with TLGG was a game-changer for us. They understood the importance of our dealership network and built **trusted relationships with key stakeholders to understand their business and needs**. This helped us transform our business and improve our digital experience for our customers and dealers. We're excited to see how they're continuing to innovate in the automotive industry.

PORSCHE
HOLDING

Juan Felipe Bedoya, General Manager, Porsche Holding



We had to think on our feet 100x a day as we navigated the challenges of bringing a pilot to life. We couldn't have done it without **TLGG's quick-wit and creative problem solving** to get us from point A to B as we jumped hurdle after hurdle.

FORD X

Hussein Saab, Venture Lead, Ford X

3 trends are driving historical change in the fleet industry

TRENDS

(COST) EFFICIENCY

Fleet business is evolving into a service business to lower operating costs and increase efficiency, enabled by telematics.

CUSTOMIZATION

Fleet owners demanding tailored fleet to their exact needs - applies for sizes of fleet as well as the vehicle itself.

SUSTAINABILITY

Fleet owners are looking to electrify their fleet and update their charging infrastructure.

EXAMPLES

Walmart's first in-house driver app becomes their highest rated tech tool yet

Tom Quimby, CCJ senior editor
Apr 1, 2023 | Updated Apr 4, 2023

Walmart offers a solution for cost efficient fleet management is **turning into a strategic asset** with **potential for monetization** with third parties.



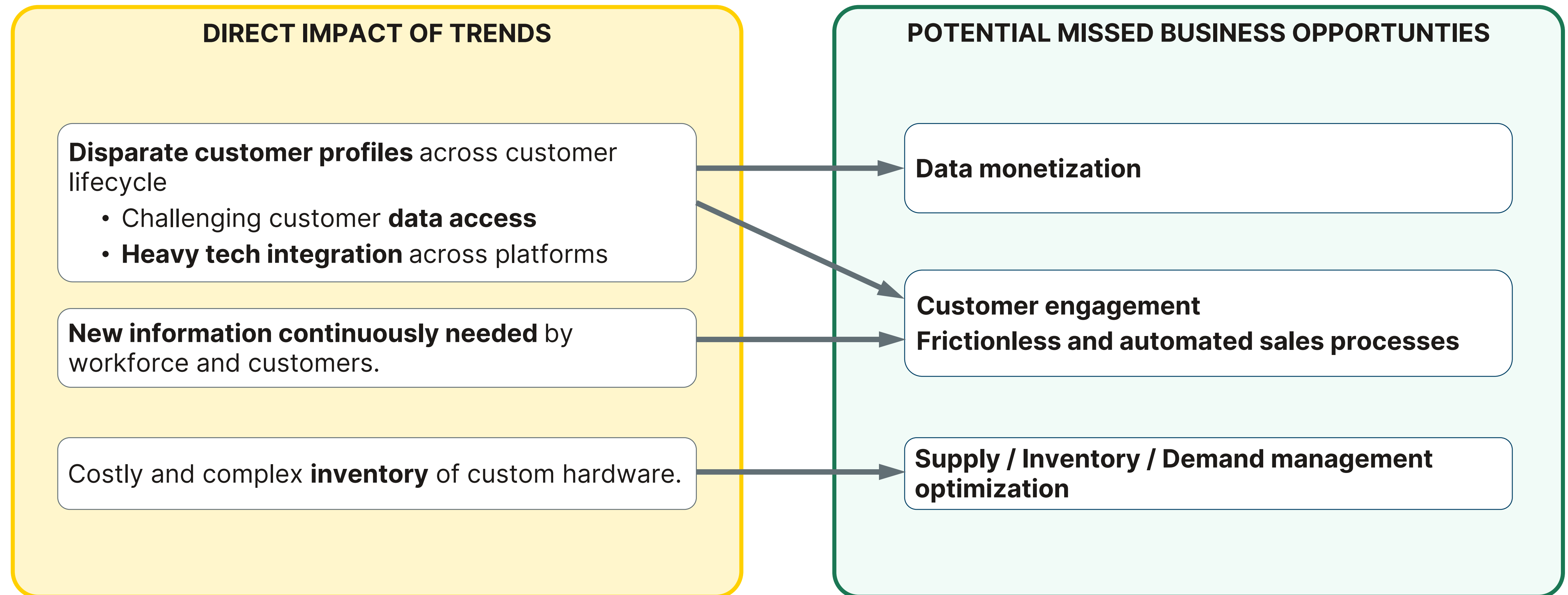
On every vehicle type, **manufacturers are doubling down on customization options**, rising the bar to satisfy customers with the **best option** for their business **specific needs**.

The Rivian team makes your transition to electric seamless, with products and services that empower your business to be more productive and sustainable.

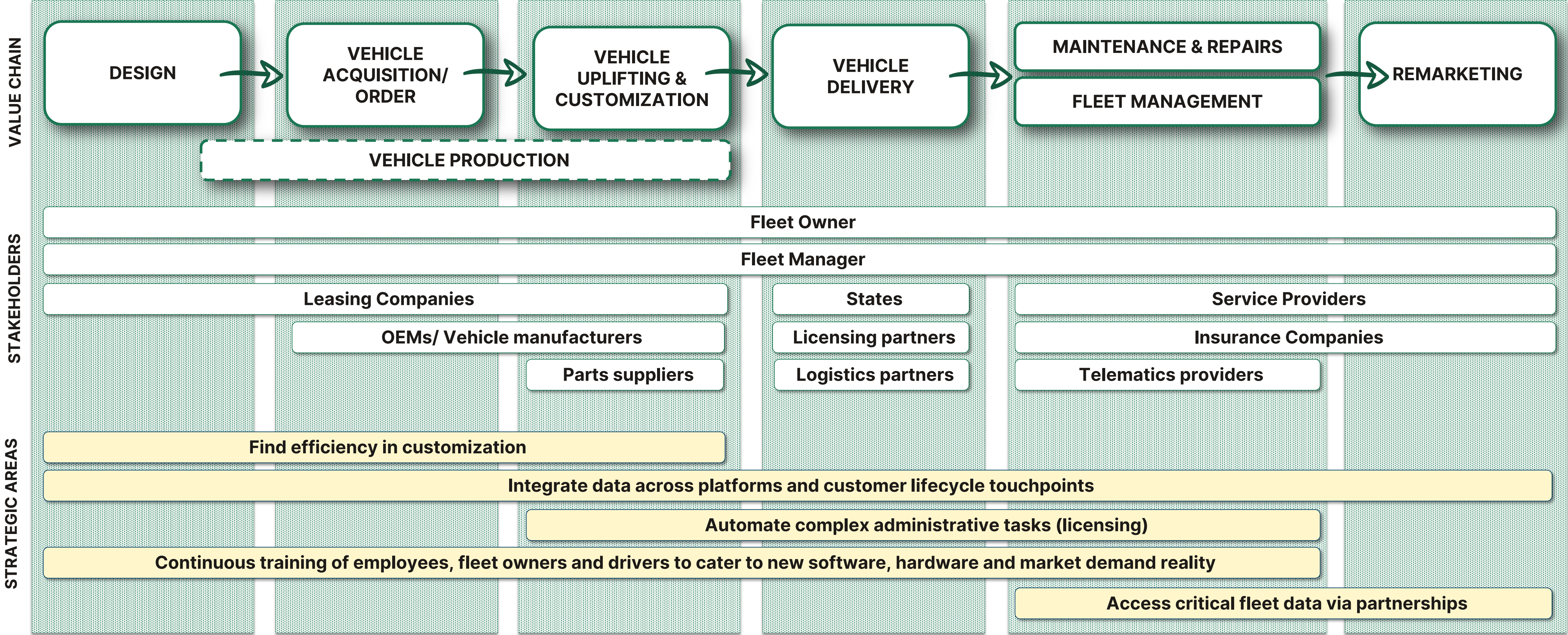
Rivian provides a solution to support fleet owners throughout their fleet electrification journey:

- Detailed assessment of fleet's operation
- Design of the charging infrastructure
- Hardware deployment

These trends are multiplying the challenges fleet businesses are facing, resulting in potential missed business opportunities



We see five strategic areas being relevant to manage unseen levels of complexity and a highly competitive environment



TLGG can provide support to your company in developing a fleet strategy for long-term success in an innovative & competitive market

UNDERSTANDING THE LANDSCAPE

Building the right customer segmentation

- Each market segment (fleet function, fleet size, engagement) must be understood and addressed

Identifying whitespace early to guarantee differentiation

- Deep dives on market trends and competitive behaviors to ensure high impact investment decisions

PICKING THE RIGHT BATTLES

Winning today and tomorrow's battles

- Roadmap prioritization to ensure that investments can engage and retain tomorrow's customers

Focusing on moments that matter

- Customer engagement and satisfaction are built around key moments in the customer lifecycle

EXECUTING WITH IMPACT

Tech developments and integrations must ensure data and experience quality

- Buy vs. Build are strategic decisions which directly impact customers' experience, brand reputation, and tech roadmap
- Tech deployment partners play a key role ensuring business needs are met and build a solid foundation to scale and meet evolving customer needs

Our automotive & mobility experience:

We are a team of experienced consultants within the area of strategy, innovation, data, and communication

SELECTED PREVIOUS PROJECTS*

TLGG has been solving tough innovation challenges related to automotive, car dealerships and mobility needs and solutions for over 10 years

	Corporate Strategy	Innovation & Growth Strategy	Business Model & Product Innovation	Pilot Projects	Omnichannel Marketing Strategy	Technology, Systems & Data
1 Vehicle tracker solution for car dealerships and fleet owners	✓	✓	✓	✓		✓
2 E-commerce platform for an automotive financial services provider		✓		✓	✓	
3 Digital Customer Journey in Automotive After-Sales		✓			✓	✓
4 Digital strategy and Set Up of New Digital Unit for a Semi Trailer Manufacturer	✓	✓	✓	✓		
5 From CRM to CXM: CRM transformation for a leading OEM	✓	✓			✓	✓
6 Growth Strategy for an Existing Automotive Platform	✓	✓	✓			✓
7 Launching an Electric Vehicle Ride-Hailing Service		✓	✓	✓	✓	
8 Launching a Community-driven E-Commerce Platform		✓				✓
9 Building a Blockchain-Based Platform For Classic Cars	✓	✓	✓	✓	✓	✓

LET'S TALK!



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Developing a Delivery-Dashboard and -Tracking Tool for Car Dealerships

OVERVIEW & CHALLENGE

Inaccurate delivery times provided by the car dealers are a key point of dissatisfaction of VW brand customers. In other markets, the brands sell through an external network of dealers with limited means to impact the customer's experience.

TLGG was asked to develop a welcome experience for new customers that increases loyalty in the after sales and future sales cycle.

OUR APPROACH

1 Design Sprint Workshops

5 Day Google Design Sprint workshop with car dealers, local customers and logistics experts to develop ideas and prototypes for solutions

RESULTS & HIGHLIGHTS

- ✓ **Increased customer satisfaction by 15%** by providing customers with accurate and timely delivery information
- ✓ **Improved internal efficiency by 25%** by **automating manual processes** and **streamlining communication** channels between different departments

- ✓ **Customized dashboard** and reporting features enabled dealerships to **track their performance metrics**, such as delivery time, delivery cost, and delivery quality, and make **data-driven decisions to improve their operations**

2 Tracking Delivery

Co-creation process to develop a dealer dashboard and admin solution for tracking and managing the delivery process

3 Defining workflows

Definition of TechStack and workflows with VW IT, dealers, logistics and registration agency



Digital Customer Journey in Automotive After-Sales



OVERVIEW & CHALLENGE

Our customer in the automotive after-sales sector was facing new competitors in its core business and had set itself the goal of increasing its market share via digital channels. TLGG was asked to help build a digital customer journey and the skills needed to do so.

OUR APPROACH

1 Digital Funnel Development

After a shop performance analysis, we set up the digital funnel via various touchpoints

RESULTS & HIGHLIGHTS

- ✓ **Improved customer satisfaction by 10%** through a streamlined digital platform that allowed customers to schedule appointments and access relevant resources easily
- ✓ **Enabled dealerships to gather valuable data on customer behavior** and preferences, which could be used to inform future product and service offerings
- ✓ **Reduced service time by 15%** by optimizing the appointment scheduling and providing technicians with real-time access to customer information
- ✓ **Increased customer engagement by 5%** by offering personalized service recommendations based on vehicle data and usage patterns

2 Lead Generation and Conversion

Through performance marketing, and a specially developed MarTech KPI board, we controlled the lead generation and conversion as well as measures to promote conversion

3 Technical Infrastructure

We set up the technical infrastructure for funnel, performance marketing and tracking and trained the internal team in several workshops for implementation and continuation



Developing new revenue streams in highly innovative and competitive market



OVERVIEW & CHALLENGE

Facing challenges such as new technologies and increased commoditization of the core product, a world-leading commercial vehicle manufacturer, SchmitzCargobull (SCB) asked TLGG to develop an overarching digital strategy, followed by setting up a new digital unit.

OUR APPROACH

1 Positioning and Future Vision

With the aim of positioning our client in a dynamic and highly fragmented transport and logistics industry for the long haul, we analyzed internal and external factors of market development and defined an overall positioning and clear vision for SCB.

RESULTS & HIGHLIGHTS

- ✓ **Six out of 20 concepts were turned into pilot projects.**
- ✓ **Set up of a venture builder:** which we supported before and during the launch period.
- ✓ **Set up of a digital unit:** analysis drove the board's decision to set up a new digital business unit.
- ✓ **Future-proof through digital capabilities:** the digital unit acts as a competence center for digital skills and as an interface between the core organization and the startup ecosystems.

2 New Digital Business Models

We developed more than 20 potential business ideas in three strategic fields of action, which were condensed into six concrete business and implementation ideas in a validation phase with customers, employees and future users.

3 Digital strategy with New Digital Unit

Three months into the project, based on our work, the management and supervisory board decided to set up a digital unit to implement the developed digital strategy including the operative implementation and scaling of data-based services.