

Using Artificial Intelligence to drive hyper-personalisation in automotive after-sales

Enhancing the end-user experience with Machine Learning



“Inawisdom is a fantastic partner. Their depth of knowledge of AWS and their expertise in AI and Machine Learning has allowed AVME to significantly enhance our customer understanding, and improve our retention and aftersales process.”

EGEMEN ADIYAMAN, GROUP AFTER-SALES DIRECTOR, AVME

AUDI VOLKSWAGEN
MIDDLE EAST

Our Customer

Audi Volkswagen Middle East (AVME) — part of the Volkswagen Group — is one of the world’s leading automobile manufacturers, and their MENA subsidiary is based in Dubai and serves markets across the Middle East.

The Challenge

AVME wanted to use their historical data and customer behavioural patterns to uncover key insights to further drive after-sales retention and loyalty; whilst also generating additional turnover and an improved customer service experience.

To meet their requirements, AVME engaged Inawisdom to deliver predictive marketing for its after-sales activities, powered by cutting edge Artificial Intelligence (AI) and Machine Learning (ML).

“Inawisdom understood our goals and AVME’s customer-centric strategy, then leveraged the data we already held to rapidly turn it into true business value. It’s been a very successful collaboration, proving the real power of Machine Learning, and one we hope to continue with further use cases.”

Egemen Adiyaman, Group After-Sales Director, AVME



Our Solution

Inawisdom, a leading AI/ML expert and Amazon Web Services (AWS) Premier Consulting Partner, rapidly created a secure analytics platform on AWS, ingesting a large amount of historical data on vehicle usage, service history, parts and labour.

Using their extensive expertise, Inawisdom trained ML models on mileage and brake data, specifically building the algorithms to compensate for COVID-19 impacts, to better understand and accurately predict the wear of parts, service due dates and customer mileage.

The delivery of Machine Learning excellence also included the design and execution of an A/B testing strategy to both evaluate the effectiveness of marketing predictions and feed customer response data back in to ML models to improve marketing and customer engagement.

Key Deliverables:

- Deployed the Inawisdom Rapid Analytics and Machine Learning Platform (RAMP) accelerator on AWS, leveraging Amazon Redshift and Sagemaker
- Trained and productionised ML models, with an 80% accuracy
- Created intelligent algorithms, compensating for COVID-19 variations
- Calculated customer behavioural measures for up-sell propensity, price sensitivity and loyalty
- Designed a scalable, deep learning environment to continually optimize predictions based on new customer data

The Results

Following the Inawisdom engagement, AVME were able to look at a hyper-personalised approach for their customers to increase their after-sales retention and improve their service offering. In the first instance this will be deployed across 4 territories, with plans to expand across a further 11 territories in the region.

Key Benefits:

- Improved after-sales retention and loyalty
- Prediction of vehicle use, to enable proactive service offering
- Increased sales revenues, positively impacting the bottom line
- Improved customer experience and engagement
- Data-driven marketing campaigns, to deliver the right message at the right time to customers



About Us

Inawisdom is a leading specialist in Artificial Intelligence (AI) and Machine Learning (ML). We enable customers to rapidly discover and deliver business differentiation from their data assets to create true value. Inawisdom is an Amazon Web Services (AWS) Premier Consulting Partner, holding multiple competencies including Machine Learning and Data & Analytics, and serves global businesses in a broad range of industries, across the UK and EMEA. Inawisdom was acquired by Cognizant in December 2020.