





for mobility provider

### Where Do We Come From

### **EXPERTISE**

- Competence center of automotive experts
- Highest security standards in handling sensitive mandate data
- Long-term partnerships with global players in key industries
- Industry leadership in financial services, marketing, supply chain management, customer service & IT development



- Full-service provider for vehicle subscription business models, mobility hubs & industry related services
- Automated customer communication to reach new target groups and loyalize existing customers
- Centralized project management and dedicated expert teams
- Innovative and technology-driven partners for expansion projects on a national and international level

### +1000 PARTNERSHIPS

**Market Leaders IT-Hightec** 

Damage & Loss Management

**Digital Customer Interaction Platforms** 

**FMCG** 

**TOP 10 OEMS** 

**Pioneers Charging Providers** 

Roadside **Assistance** 

**Most Important Mobility Hubs Micro Mobility Providers** 

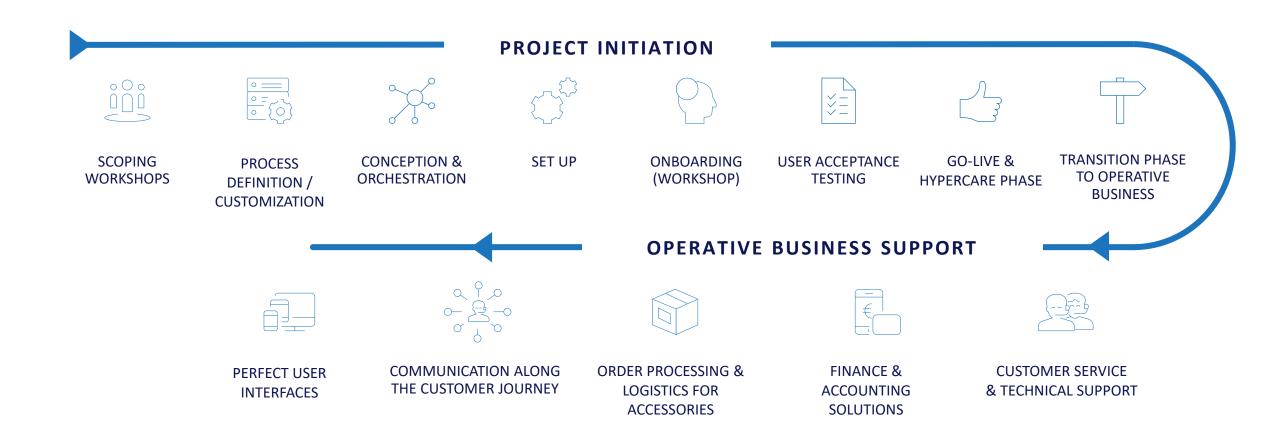
Largest **Airlines**  **Largest Hotel** Groups

**Important Players Banking & Fintechs**  **Market Leaders** Marketplace

Telco / Media

### Our Product Portfolio

We are proud to be the backbone of our client's businesses



## Communication Along the Customer Journey



Omnichannel communication

**Automated processes** 

Direct mail retargeting

Consent & content management

Fulfillment

Success analysis

Churn score



THE INTEREST

ORDER MANAGEMENT, WAREHOUSING AND TRANSPORT

**MANAGEMENT FROM ONE SINGLE SOURCE** 

# Order Processing & Logistics for Accessories



Order Management

B2B/B2C Distribution

**Automated Warehouse Management** 

**Transport Management** 

**Returns Management** 

Digital After Sales

**Connected Car Services** 



# Customer Experience Management & Technical Support



#### PREMIUM OMNICHANNEL SOLUTIONS

Multilingual hubs around the globe

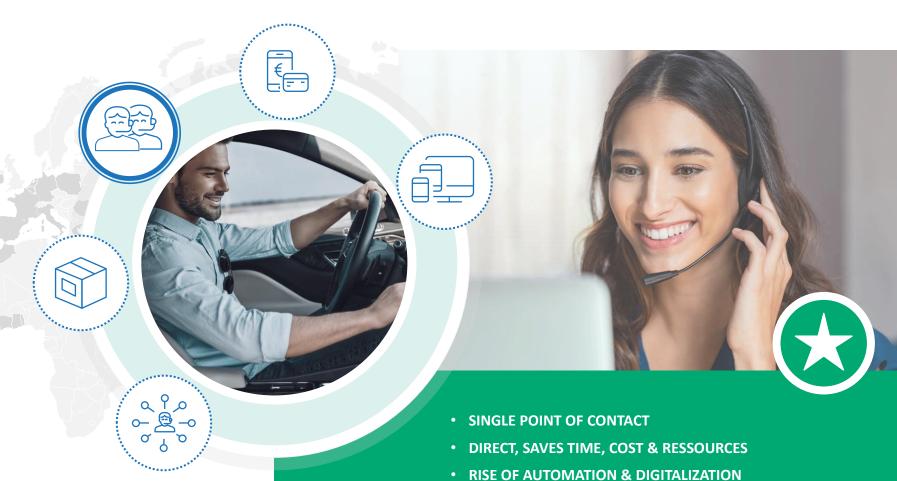
Dedicated & shared teams in service

+60 languages

Latest automation systems e.g. voicebots

Extensive expertise e.g. OEM, automotive suppliers & mobility providers

majGREEN | green-house-gas quote platform



INCREASING FLEXIBILITY, EFFICIENY & CUSTOMER

**EXCITEMENT** 

### **Financial Solutions**



BNPL payment methods

Debt collection products

Parking payments

Recurring payments

Accounting as a service

Invoicing as a service



• SCALABLE PRODUCTS IN DEFINED ECOSYSTEMS

### Perfect User Interfaces



INFORMATION ARCHITECTURE WIREFRAMES/PROTOTYPES

Web-based-a pplications

Digital showroom

Digital apps

Cloud management

CRM (customer relationship management)

Product data management (PIM)



# **Automotive Experts**

# CUSTOMER EXPERIENCE MANAGEMENT

**Steffen Engelbrecher** 

International Project Manager Automotive



+49 30 88667 - 3740



steffen.engelbrecher@majorel.com

# LOGISTICS & VEHICLE USE DATA

Ansgar Künne
Director Solution Design



+49 175 4329128



ansgar.kuenne@arvato-scs.com



#### FINANCIAL SOLUTIONS

**Alexander Starovoitov** 

Business Development Manager Sales & Account Management



+49 5241 804 - 7478



alexander.starovoitov@riverty.com

### PIM / UX & UI Design

**Dirk Brinkmann** 

**VP Digital Experience** 



+49 5241 807 - 8202



dirk.brinkmann@bertelsmann.de

#### **DATA & CAMPAIGNS**

**Matthias Klumpe** 

Head of Sales - Marketing Automation Solutions



+49 5241 804 - 1531



matthias.klumpe@bertelsmann.de