

Dynamics 365 Automotive Accelerator Walkthrough Guide

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Overview

With the Dynamics 365 Automotive Accelerator, you can develop solutions based on entities and attributes that dealerships and OEMs commonly leverage for customer experience and other business processes. These entities include deals, sales contracts, specifications, fleet, warranties, inspection, test drives, branding, business, customer-vehicle relationship, vehicle and equipment, lead, service and after-sales management, and more. The accelerator includes an automotive data model, PowerBI apps, canvas and model-driven sample apps based on connected experiences.

The automotive accelerator provides the following to partners and customers:

- Extensions to Common Data Model to include a data model that supports customer experiences, including entity definitions and relationships.
- Sample model-driven apps to show some possibilities of how Dynamics 365 and the automotive data model can be used, including customer experience management, customer 360, connected field service, and DMS.
- Sample canvas apps for the Fleet Manager to quickly and pro-actively schedule service appointments with service centers to show how anyone can quickly develop new apps with the Power Platform using the Automotive Accelerator.
- Sample Power-Portal that highlights B2C interactions showcase inventory browsing, car configuration, scheduling test drives forums post activity. We also cover an omni-channel interaction with bot and highlight ability to escalate to agent.
- Sample Power BI dashboards that provide analytics around vehicle inventory, services, lead disposition, branding, and business operation.
- Sample "Model.json" file to implement the automotive data model as Common Data Model folders in Azure Data Lake Storage for analytics, Al, and Machine Learning.
- Individual solutions for Sales, After Sales, Marketing, and a package that you can deploy and install, including sample data. The Automotive Common Data Model extension can also be installed using a Power Platform SKU.
- Test drive experience through AppSource with walkthroughs, reference guides, entity-relationship diagrams, and metadata documentation on the data model.

The Automotive Accelerator is available on Github at the following address:

https://github.com/microsoft/Industry-Accelerator-Automotive/releases



Walkthrough document objective

This documentation provides a detailed walkthrough for the main scenarios that were developed for the <u>Automotive Accelerator V1</u> release (July 2019) focus on connected service for dealers as well as the <u>Automotive Accelerator V2</u> release (May 2020) that highlights customer engagement.

Automotive Accelerator V2

The Automotive Accelerator V2 focuses on customer engagement with a customer 360 view, digital marketing and customer experience to enable even deeper and intentional conversations with customers, provide better customer experience, and unlocks upsell and cross sell opportunities, and increases the overall customer lifetime value.

This documentation provides a walkthrough of the sample apps and flows within the Automotive Accelerator solutions.

Test Drive the Automotive Accelerator via AppSource

*Please note this Test Drive:

- May include capabilities not yet available for download
- Is read-only
- Is limited in duration

To test drive the Automotive Accelerator, follow this process:

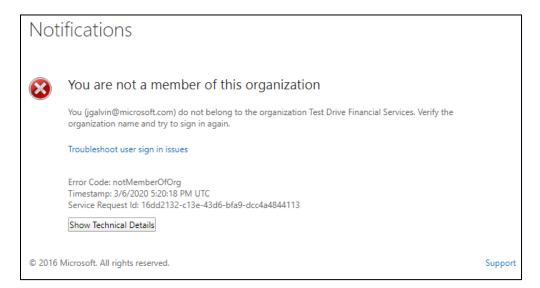
(AppSource image)

- In a private browser, select the **Test Drive button** for the Automotive Accelerator from <u>AppSource</u>
- Sign In

Known Error Messages

Did you see this error message?





If you recently tried a test drive, you may receive this error. If so, please open a private window in your browser and restart the test drive. This should resolve the error. If it does not resolve this error message, please let us know at dynindaccsupport@microsoft.com]

Installing the Automotive Accelerator

*Please note this Test Drive:

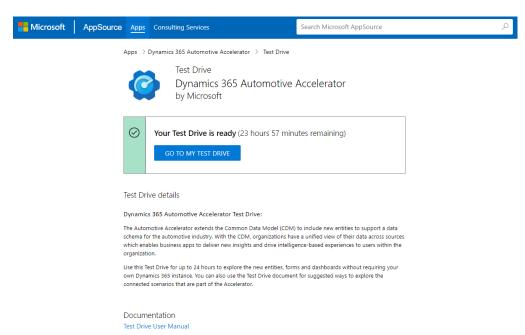
- May include capabilities not yet available for download
- Is read-only
- Is limited in duration

To install the Automotive Accelerator, follow this process:





Select the **Test Drive button** for the Automotive Accelerator from AppSource. Sign in.



Once the Test Drive is available, select the **Go to My Test Drive** button.



Personas

This walkthrough was created with the following Personas in mind:

- 1. Consumer
 - a. The Customer is a person who is interested in making a lease or purchase at the car dealership
- 2. Marketing Manager
 - a. The Marketing Manager builds intentional marketing campaigns and leverages segmentation to land targeted offers and maximize the conversion rate
- 3. Service Advisor
 - a. The Service Advisor checks-in Customers for maintenance appointments at the dealership and is responsible for providing the best customer experience
- 4. Sales Manager
 - a. The dealership Sales Manager develops meaningful and international conversations with customers

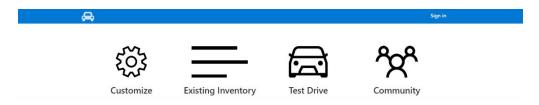
This demo walks you through the customer journey, shows how dealerships can engage with customers and empower their Service Advisors and Sales Managers to drive deeper and intentional customer conversations, provide a better customer experience, and unlocks upsell and cross sell opportunities to increases the overall customer lifetime value.

Automotive Accelerator V2 - Walkthrough

Step 1: Online Engagement

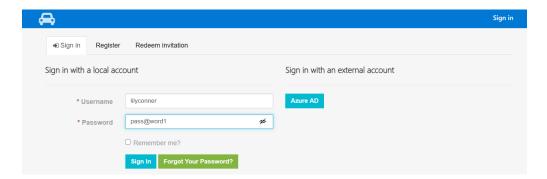
Lily Conner, a sport car enthusiast, is shopping around to upgrade her current sports car to a new model. She is looking to replace her existing car with a new Contoso-Sport vehicle.





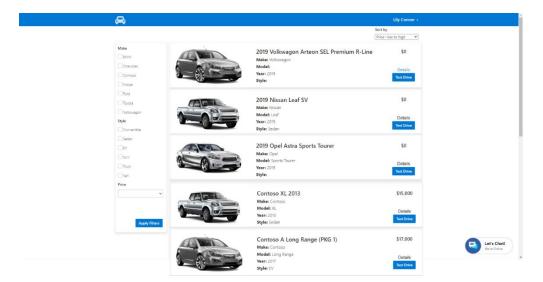


Lily goes to the Contoso portal. https://autocommunityportal.powerappsportals.com/

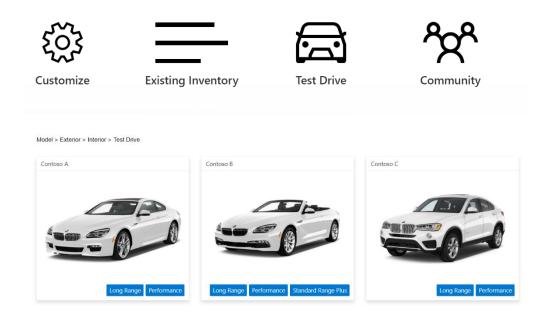


She logs in to her account to browse the available vehicles currently on hand.



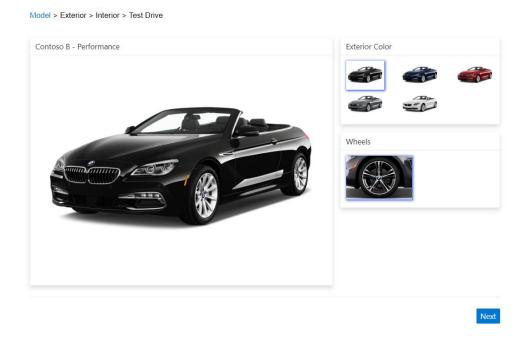


Selecting the **Existing Inventory**, she explores different models and their prices.

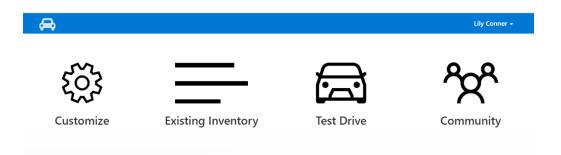


Lily wonders what cars are available to **customize** and what the options are, so from the home screen she looks at the newest models of Contoso vehicles. She browses configurations and features of the new Contoso A-C models. The Contoso B Performance vehicle is the new V8 model is the car of her dreams.



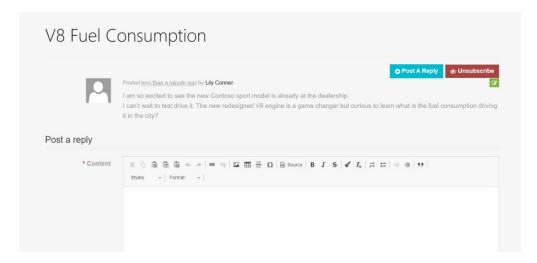


Lily realizes she has control over the exterior color, type of wheels, and interior upholstery and trim. Excited to build out the car of her dreams, her next step is to schedule a **Test Drive** which she easily does within the portal.



Before her test drive, she wants to get a feel for what other owners and fans think of this car, so she uses the **Community** forum to learn more.

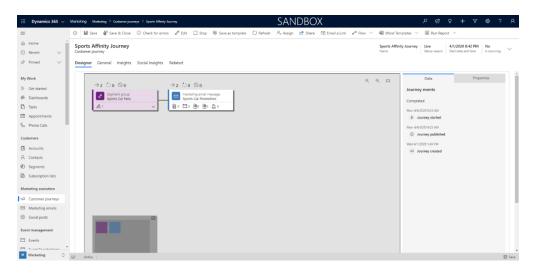




To the community she **posts a reply** to ask about the engine performance and fuel consumption of the V8 model.

Step 2: Intentional marketing

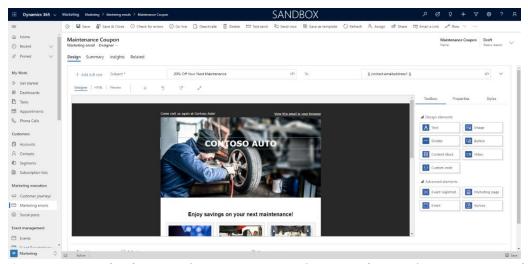
lan, the Marketing Manager at Contoso Automotive, is working on a campaign initiation. With Lily's scheduled a test drive she is automatically added to the **New Lead** segmentation of this campaign. From the community forum post Lily submitted, a keywords detection and Al driven segmentation added her profile to the **Sports Car Fans** promotion. The Sports Car Fans segment feeds into the Sports Affinity Customer Journey where contacts receive an email with a special financing offer for purchases of the new sports model.







lan sets a marketing automation workflow for the "Sport Fan" promotion.

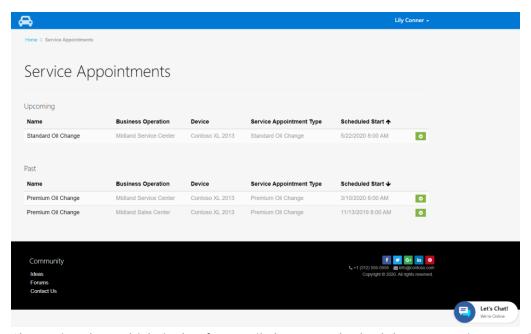


Contoso Auto also has a maintenance promotion. Based on maintenance records Lily's car is due for maintenance, so an automatic promotion email is sent to her for 30% off car maintenance.

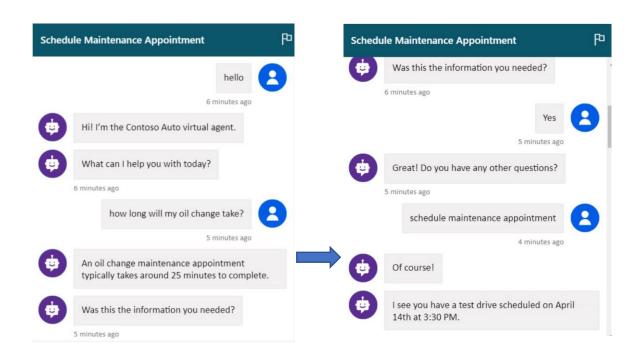
Step 3: Online Engagement Cont. (Lily Conner – Customer Persona)

Lily receives both the maintenance coupon and the V8 model sales incentive promotion emails. She appreciates the personalized and relevant offers and logs into the Contoso Auto portal to review her maintenance plans.

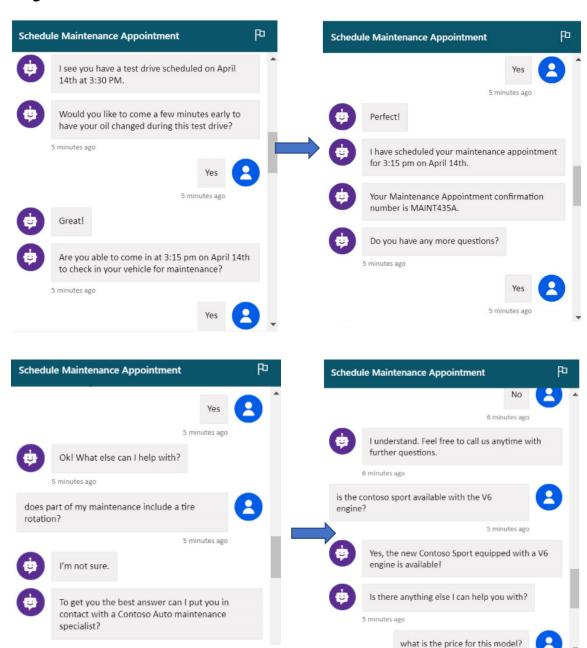




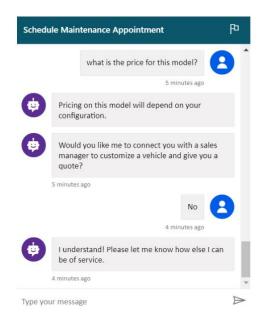
She notices her vehicle is due for an oil change and schedules an appointment via the **Let's Chat** bot.





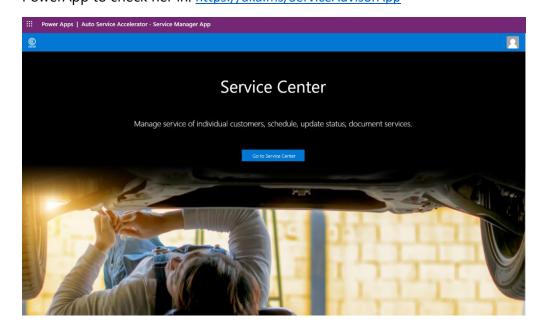




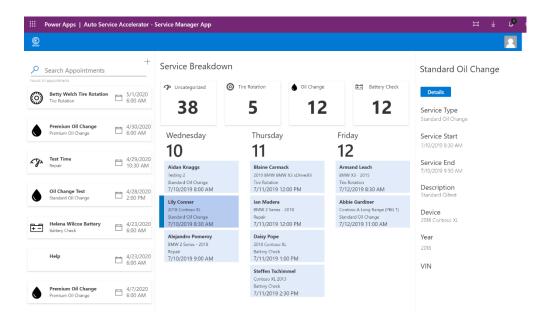


The bot notices Lily has a test drive scheduled and suggests setting a maintenance appointment 15 min prior to her test drive to provide her enough time to check-in. When the bot asks if it can help with anything else, Lilly asks about V6 models availability and price. The Bot answers that the V6 model exists and suggest connecting with a Sales Manager to provide additional answers.

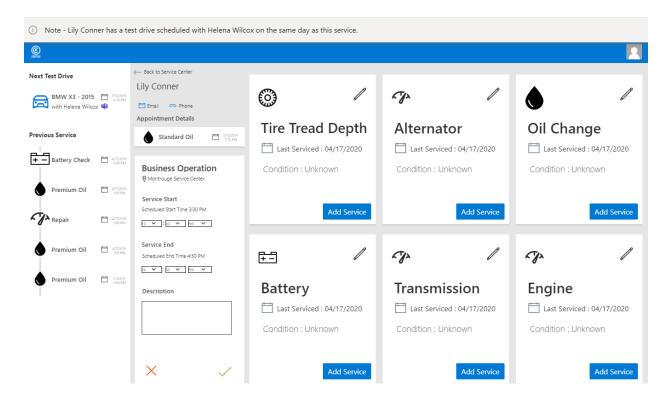
Step 4: Providing Superior Service (Bryan Denman – Service Manager) When Lily arrives for her car service, Bryan, the Service Advisor, uses the Service Manager PowerApp to check her in. https://aka.ms/ServiceAdvisorApp







From his dashboard he reviews Lily's appointment needs, car service history, and other information that helps him provide exceptional service.



Looking at Lily's service profile, he noticed that Lily previously had chosen a **Premium Oil** Change while now she is scheduled for **Standard Oil** change. Lily's car is aging this is a great

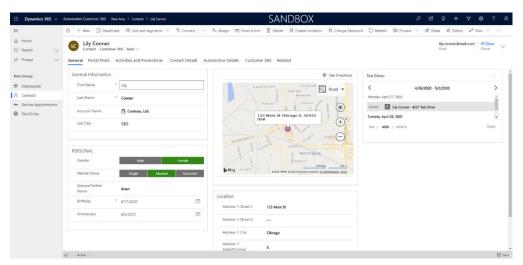


opportunity for Bryan to upsell this service. He also has handy other services to offer her while he interacts with Lily.

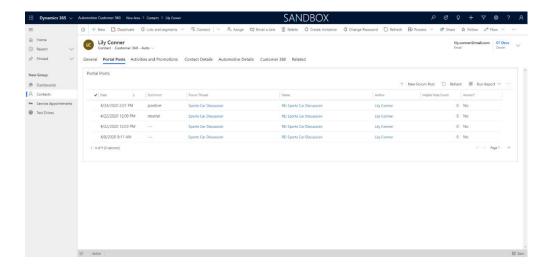
Bryan sees that she has an appointment with Helena Wilcox, the Sales Manager, as well. When he clicks on the **Next Test Drive** Teams automatically opens and he writes an instant message to Helen that Lily is ready and waiting for her at the maintenance facility.

Step 5: Intentional Selling (Helena Wilcox – Sales Manager)

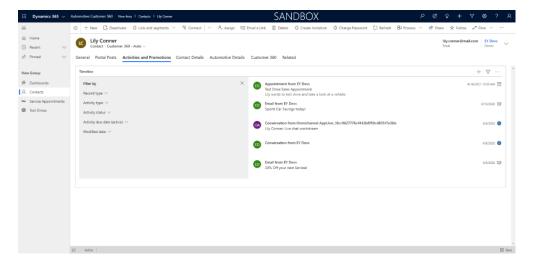
Before Helena meets with Lily, she reviews Lily's customer 360 profile.

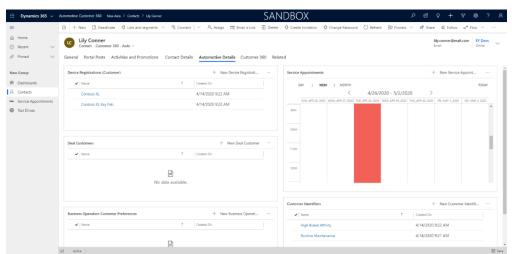


Helena review Lily's profile which shows her current car, the configuration on the new car she requested, and previous purchases. In addition, Helena has visibility into Lily's online journey from personalized promotions, forum posts, and previous chats with the bot.









Exploring Lily's recent chats and forum posts, Helena learns that Lilly has an interest in the V6 model that might be due to V8 fuel consumption concerns. Helena appreciates this insightful customer journey information as it secures a seamless customer experience from online to the physical world. Through these insights, Helena knows Lily is motivated by discounts and special deals, so she prepares to discuss promotions and finance rates.

Based on this information, Helena prepares both V6 and V8 cars for Lily to test. Helena sends a note via Teams back to Bryan that she is on her way to greet Lily. Upon meeting Lily, Helena dives into a conversation about how the V8 model's redesigned engine allows for fuel efficiencies and shares a special price for the V6 model. Lily takes the test drives and is very excited about the cars and the financial offer. She decides to take a few days to think about the details. Helena progress the offer status to **Offer Phase**. She receives a message on Teams that Lily's car maintenance is complete and ready.

Thank you for completing the Automotive V2 Accelerator Test Drive.



Automotive Accelerator - V1

Overview

The Automotive Accelerator extends the Common Data Model (CDM) to include new entities to support a data schema for the automotive industry. With the CDM, organizations have a unified view of their data across sources which enables business apps to deliver new insights and drive intelligence-based experiences to users within the organization.

Personas

The walkthrough document was created with the following Personas in mind:

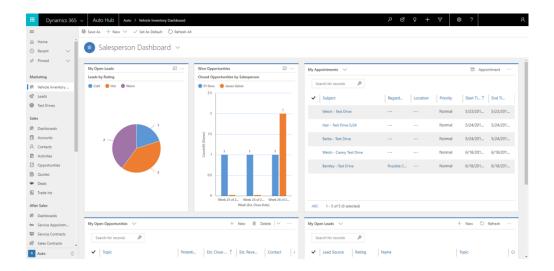
- 1. Salesperson/Sales Manager
 - a. The Salesperson is focused on daily activities, engaging with leads and customers, and advancing deals to closure
 - b. The Sales Manager monitors both the daily activity of leads and appointment and reviews the overall status and performance of the showroom sales floor
- 2. Feet manager/Service Contact Center
 - a. The Feet Manager monitors the health of the cars across the globe and identifies potential issues that requires maintenance
- 3. Driver/Customer
 - The Customer sets and reschedules the car maintenance appointments, interacts with the Service Advisor, and provides overall feedback about the service via surveys
- 4. Service Advisor
 - a. The Service Advisor is responsible for the maintenance check in/check out process, opportunity to upsell products, and provides a great experience engaging with the customer

Automotive Accelerator V1 - Walkthrough

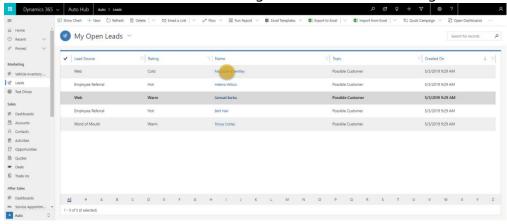
Step 1: Sales execution

George is a Salesperson at Contoso Auto. He starts his day by reviewing the **Salesperson Dashboard** to help him plan his day.

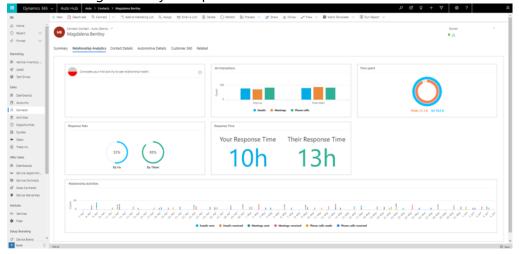




After he reviews the dashboards, he begins to work his lead through the sales process.

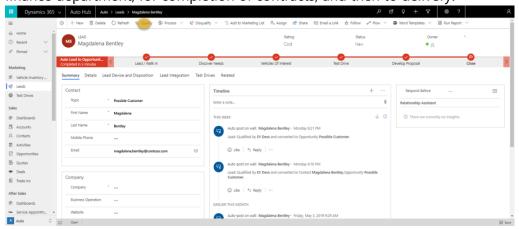


George looks at the Customer's existing contacts and reviews the Relationship Analytics and other insights the system provides.





Once a vehicle is selected, the George creates multiple deals within the opportunity and presents them to his Customer. His Customer accepts a deal. Then the sale moves to the finance department, for completion of contracts, and then to delivery.



Step 2: Proactive maintenance

Joe, a Fleet Manager at Contoso Auto, manages a fleet of 200 vehicles. He logs in to the **Contoso Auto Power Portal**. In a typical fleet management setting, it takes a lot of effort and investment to provide a true 360 view of the health of the vehicles, to track all devices and vehicles provisioned on a day to day basis. Joe is thankful to have access to the Power Portal as it creates a true 360 fleet management view of the vehicles. Data is collected using IoT sensors and brought into the portal using Microsoft Vehicle Connecting Platform (MVCP). The MVCP is a broker that handles data at scale and creates a 360-dashboard view to show the overall health of the fleet. Joe views insights about the number of vehicles provisioned, activated, and the health of those vehicles.

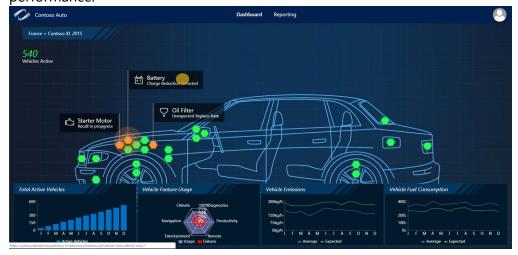




Joe wants to zoom in on a specific geography and model, so he selects Contoso XL – 2015.



Here he easily drills down from the top-level data, which provides a 360 view of the health of the entire fleet, to a detailed view of the Contoso XL 2015. Immediately Joe is presented with current issues for this model. He sees an issue with the battery performance.

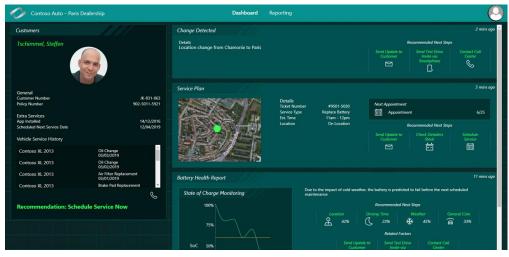




Joe proactively manages and resolves this issue before the battery charge effects the driver on the road.

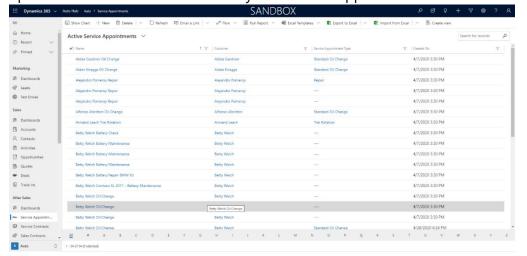


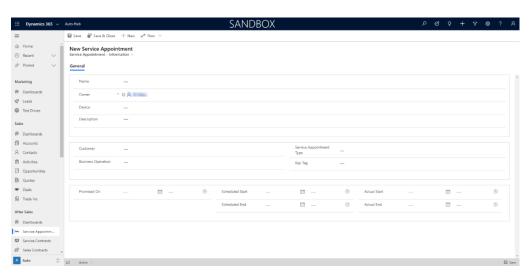
Joe receives a detailed view of the car and driver history. This history coupled with detailed IoT data assist his understanding of the state of the car and helps him make informed decisions.





With one click on **Schedule an Appointment** the **Service Appointments** on D365 sales opens and allows him to conveniently schedule an appointment for the service center.

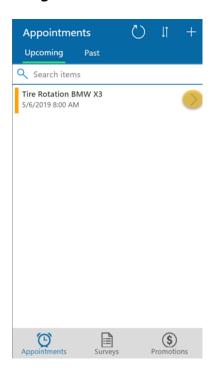




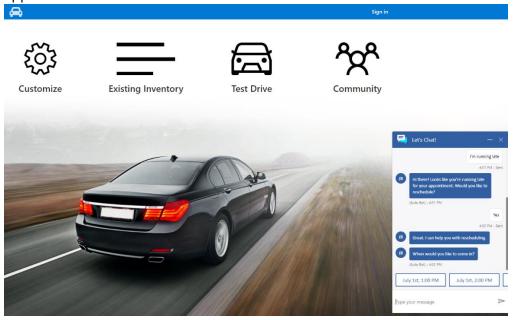
Step 3: Customer engagement on the go

Lily, a Driver, opens the **Contoso PowerApp** to review all upcoming appointments for her car. She noticed that she is due for a tire rotation maintenance for her vehicle.





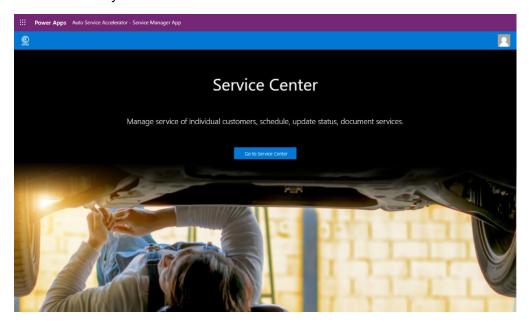
She has a conflict during her appointment so with the Virtual Agent (bot) she easily reschedules the appointment. Lily is happy at the ease and efficiency of rescheduling this appointment.



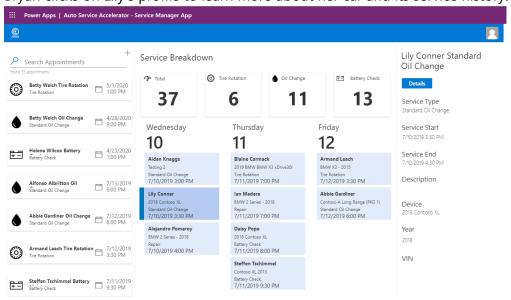


Step 4: Customer service excellence

Bryan, the Service Advisor, opens the **Service Manage PowerApp**https://aka.ms/ServiceAdvisorApp which provides technicians with information about upcoming appointments and daily schedules.

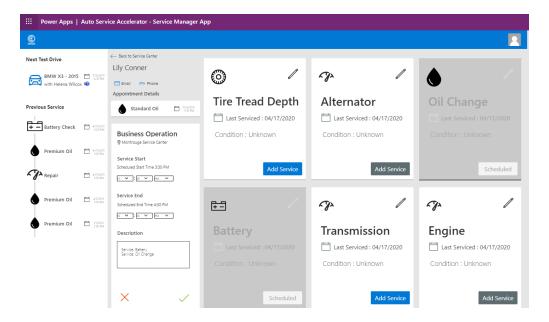


Bryan clicks on Lily's profile to learn more about her car and its service history.

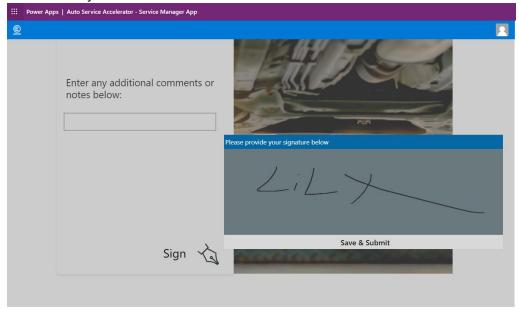


He reviews the maintenance history and reviews some talking points which offers him a great opportunity to engage Lily and add more value. He sees that her car would benefit from Battery Service. She agrees to the service and he adds it to the work order.





Once the service is added, Lily signs the updated work order and the service commences without delay.





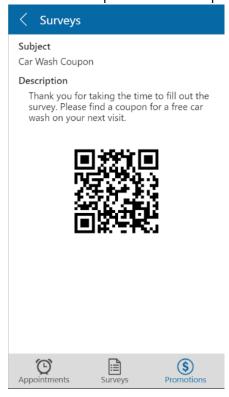
Step 5: Customer Engagement on the go

After her service, Lily uses the Contoso PowerApp to complete a feedback survey.

Service Appointment Feedback Thank you for choosing us for your recent Service Appointment. We just had a few questions for you so we could better serve you in the future. For your response you'll receive a code for a complimentary car wash in your Appointment Management app. * Required 1. On a scale from 1-5, how would you rate the overall quality of your service? * \[\frac{1}{2} \



She receives a promotional coupon to thank her for completing the survey.



Thank you for completing the Automotive V1 Accelerator Test Drive.