Portfolio
Management

Joelle Jacobs | Ketaki Raut | Samuel Godwin
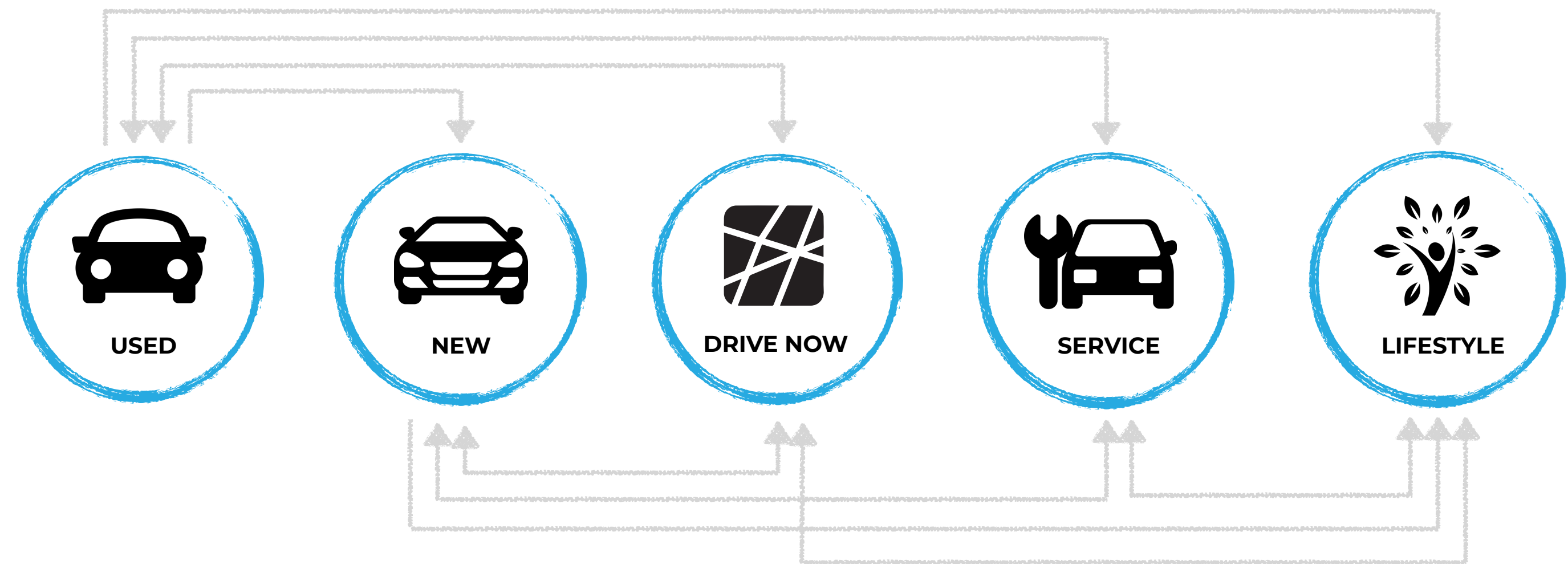
How do we use existing data of our users to enhance the portfolios?

In-Car
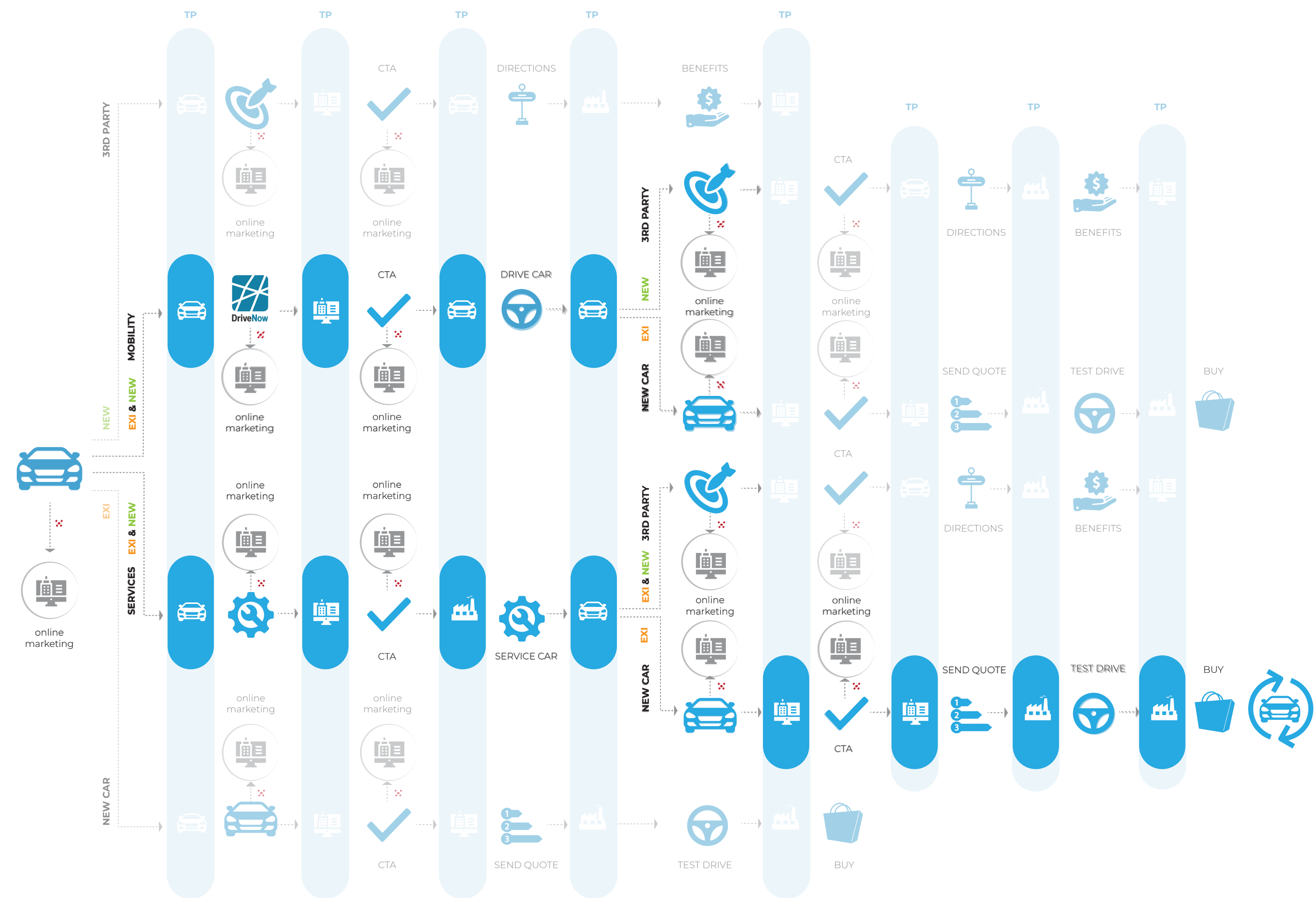# Marketing

Which portfolios enhance each other?

Used Car : New, Drive Now, Service, Lifestyle   **New Car :** Drive Now, Service, Lifestyle   **Drive Now :** Used, New, Lifestyle   **Service :** New, Drive Now, Lifestyle   **Lifestyle :** Drive Now
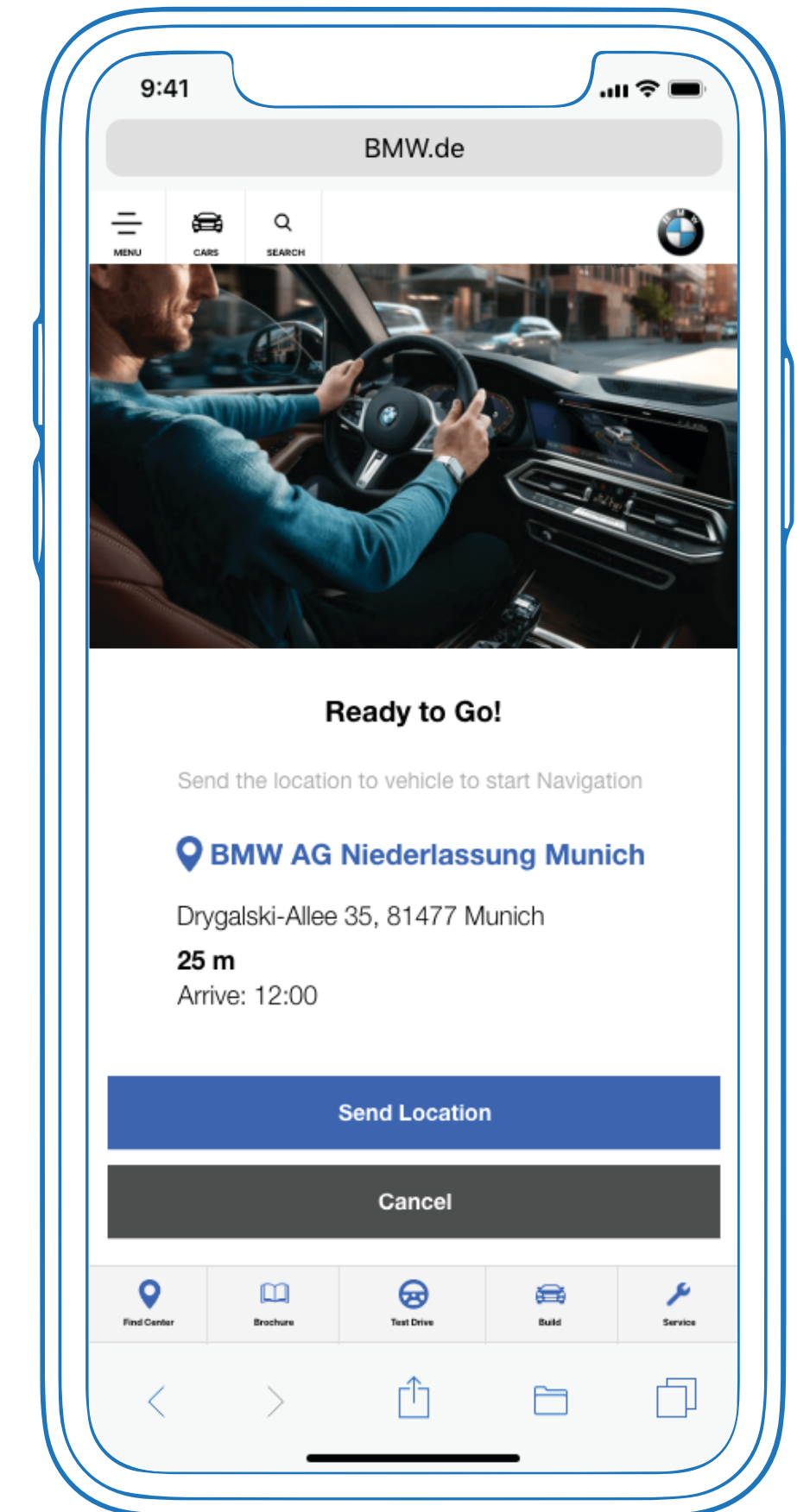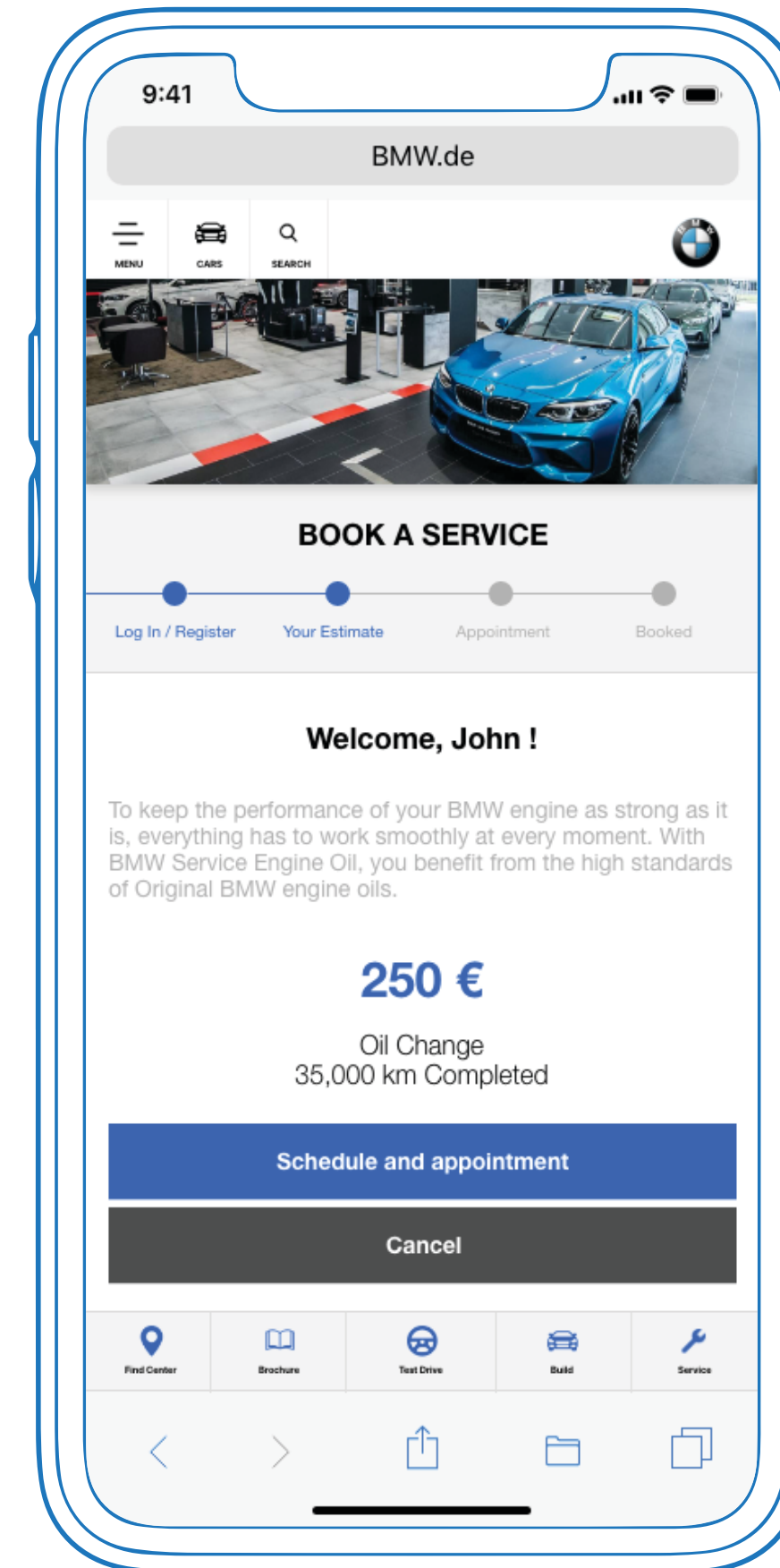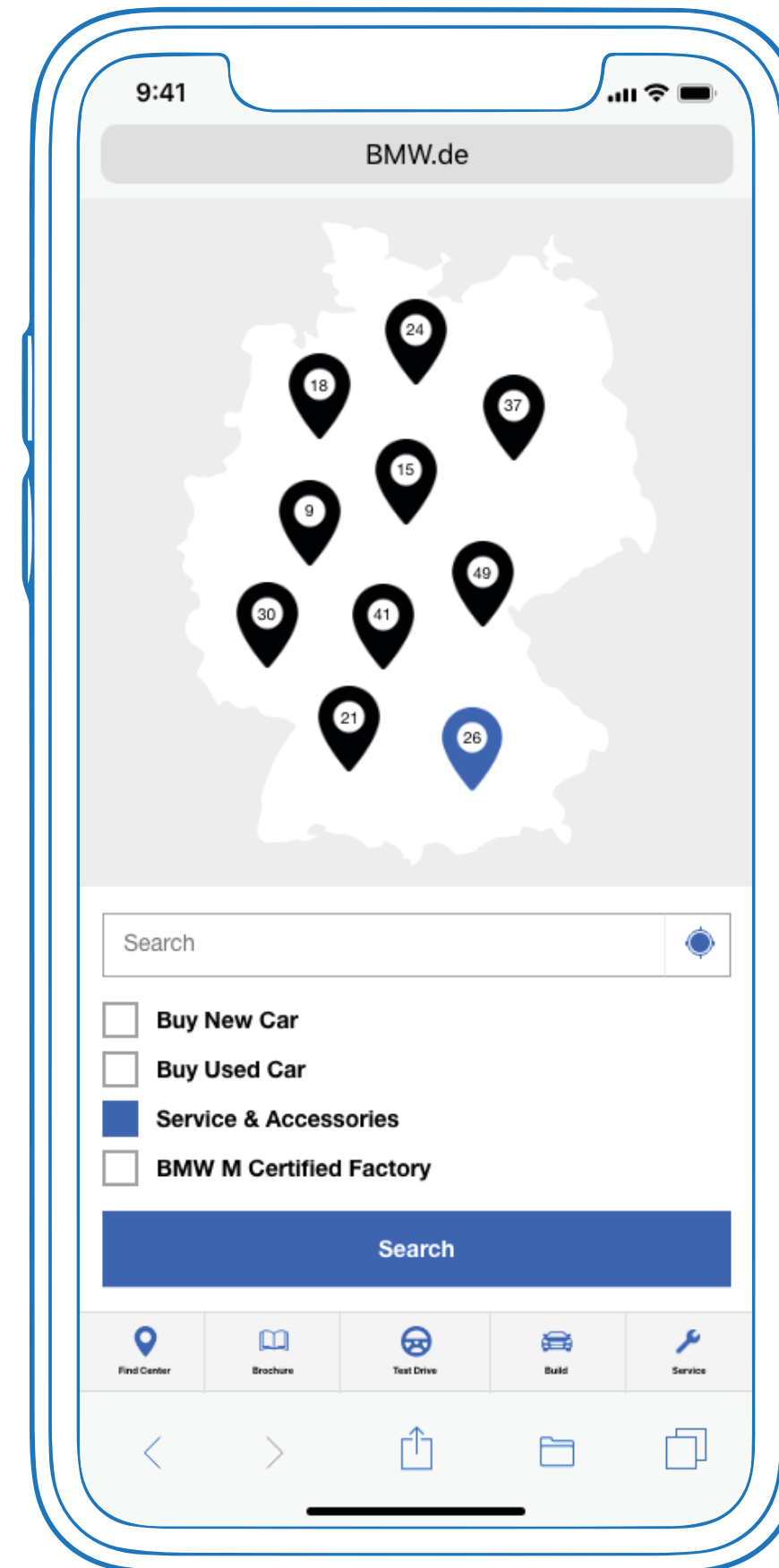
What kind of Data is required to enhance each Portfolio?

How the existing service user journey is!

12

TOTAL NUMBER OF CLICKS

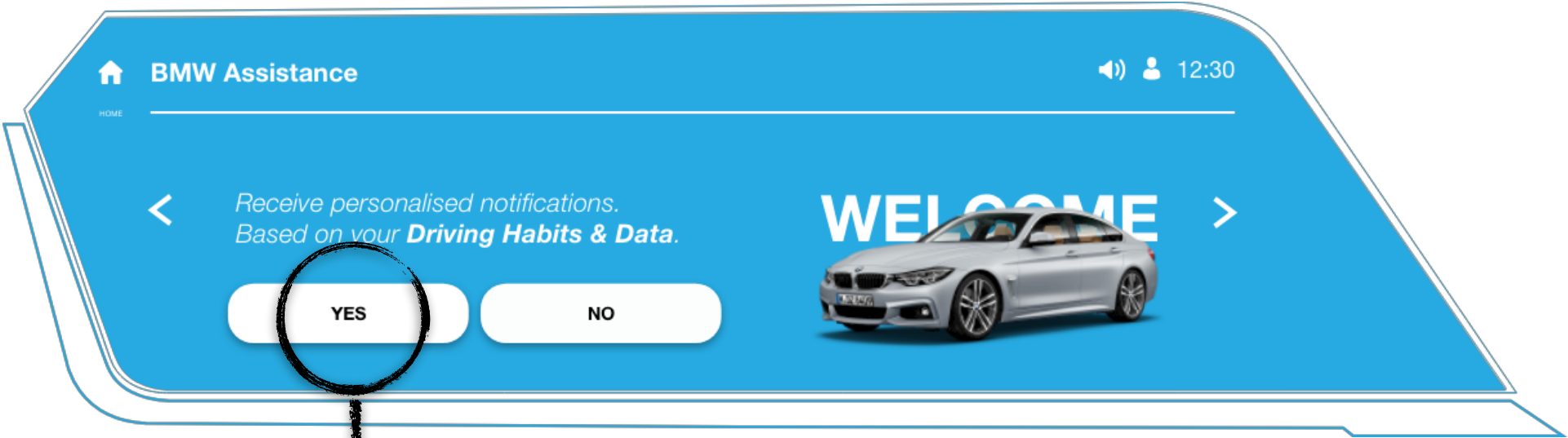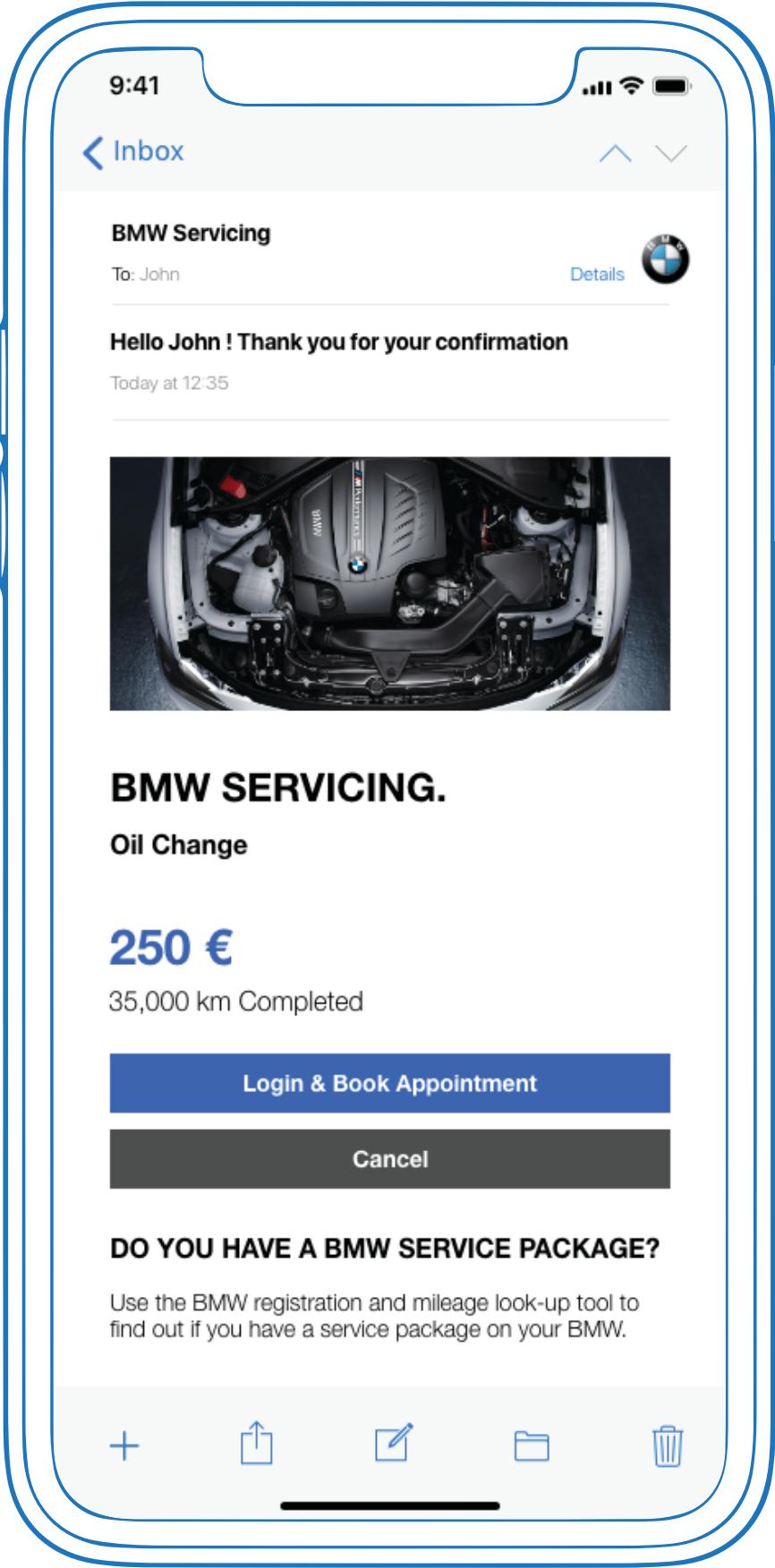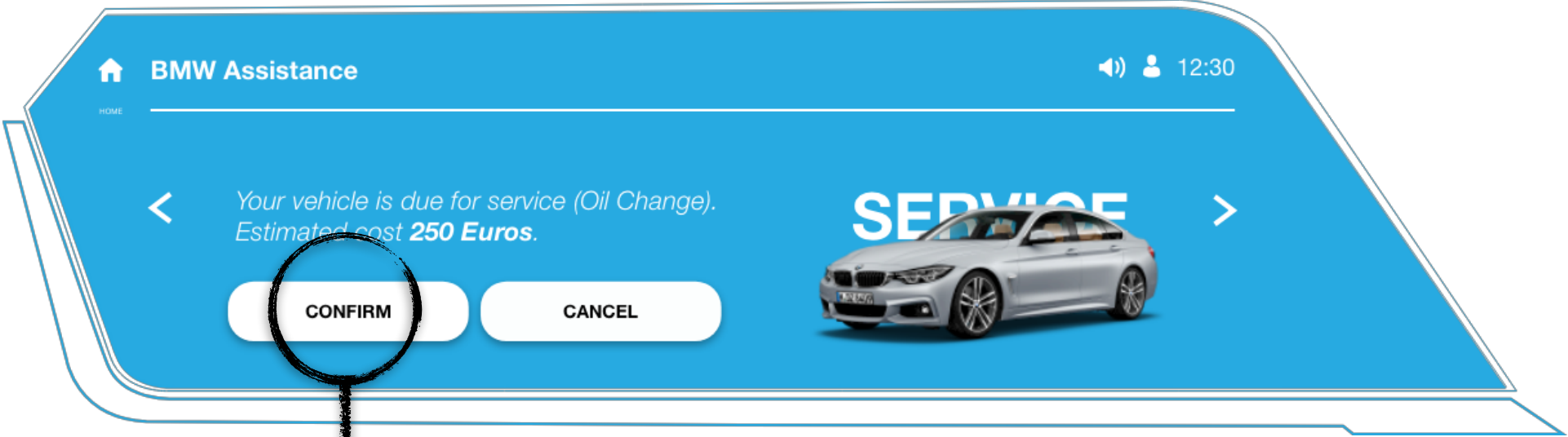# How we simplify the user journey!

05

TOTAL NUMBER OF CLICKS

CONSENT SCREEN

BMW Assistance

Receive personalised notifications.
Based on your **Driving Habits & Data**.

YES   NO

WELCOME

SERVICE SCREEN

BMW Assistance

Your vehicle is due for service (Oil Change).
Estimated cost **250 Euros**.

CONFIRM   CANCEL

SERVICE

9:41

Inbox

BMW Servicing
To: John   Details

Hello John ! Thank you for your confirmation
Today at 12:35

BMW SERVICING.

Oil Change

250 €

35,000 km Completed

Login & Book Appointment

Cancel

DO YOU HAVE A BMW SERVICE PACKAGE?

Use the BMW registration and mileage look-up tool to
find out if you have a service package on your BMW.

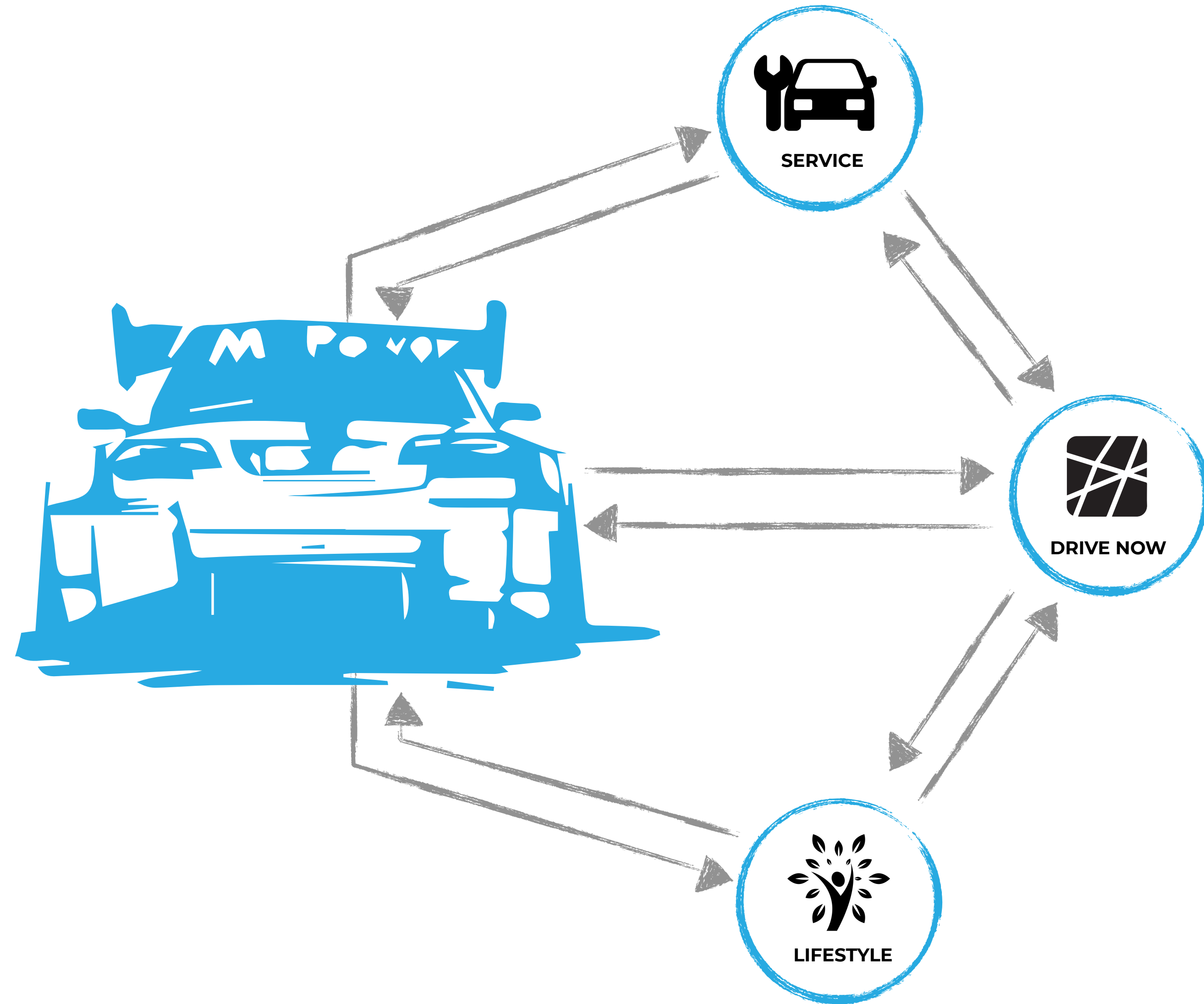# The New face of Online Marketing!

Thank
You!

Joelle Jacobs | Ketaki Raut | Samuel Godwin