The emergence of digital technologies has upended the traditional "awareness-to-purchase" customer journey in the automotive industry. Consumers are increasingly researching online and purchasing offline, thereby increasing the information gap between OEMs/dealerships and buyers. In these exciting times, the average car shopper makes just two visits to dealerships.\(^1\)

Further, the customer journey has been sliced into hundreds of real-time and intent-driven micro-moments. Consumers are making latent choices in these micro-moments that influence their purchases and loyalty cycles. Therefore, OEMs must identify the micro-moments that lead to these latent choices, unearth these choices and nurture them to purchase decisions. This is also a crucial opportunity for OEMs to tap into micro-moments to position their products, gain customer insights and generate relevant leads.

\(^1\) Google/TNS, Auto Shopper Study, 2016, United States
VR experience for customers

We have built a showcase of Virtual Reality-driven Digital Shopping Experiences by leveraging our rich domain understanding of the automotive buyer journey, user-experience design and innovative applications of cutting edge technologies. It enables the customer to experience the vehicle, configure it—colors, accessories and options, and even test-drive booking—all from the comfort of their home/office using just a mobile phone and VR head set. The showcase helps string together the different aspects of the journey to create a holistic experience and therefore expedites the “explore-to-purchase” cycle for the customer.

It also provides OEMs the opportunity to:

- Reach a bigger and wider customer base to provide a customized vehicle buying experience with minimal effort and expense.
- Target a customer segment to quickly validate their products, gain relevant and timely feedback, and build a solid customer engagement.

Figure 1: The VR Experience
The showcase helps OEMs and dealerships to establish a new way of lead generation and augment it with rich customer context. Using the right lead management processes, dealerships can achieve faster time-to-revenue with optimized efforts.

Figure 2: Key benefits of VR experience

### Key benefits

**Widen Customer Reach**
- Deep and broad customer reach with hyper-convenience features

**Accelerate Customer Journey**
- Holistic purchase experience, that comprises of vehicle configuration, price assurance and test-drive appointment, enables speedy explore-to-purchase cycle

**Strengthen Customer Engagement**
- Target the right micro-moments to create a strong pull, track leads to dealerships, and enable faster time-to-revenue

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**About Wipro**

Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO) is a leading information technology, consulting and business process services company that delivers solutions to enable its clients do business better. Wipro delivers winning business outcomes through its deep industry experience and a 360 degree view of “Business through Technology.” By combining digital strategy, customer centric design, advanced analytics and product engineering approach, Wipro helps its clients create successful and adaptive businesses. A company recognized globally for its comprehensive portfolio of services, strong commitment to sustainability and good corporate citizenship, Wipro has a dedicated workforce of over 170,000, serving clients across 6 continents. For more information, please visit wipro.com or write to us at info@wipro.com.