



## THE CHALLENGES

1. The auto industry through traditional research methodologies in respect to customer information collection, in most cases, cannot fully reflect in the current needs of the customer.
2. This will largely reduce the identification of customer's background, and therefore in order to resolve this issue, effectively communication and understanding of the customer's specific needs is essential.

## THE SOLUTIONS

### TAG IDENTIFICATION

Customer information is currently not specifically recorded, which in turns provides the inability set a precise car price for the customer. It is difficult to timely access their demands, so we've tailored customers into our data system, and defined behavioral characteristics as well as labeling their respective behaviors. Through our Big Data analyzes, we've delivered online search keywords and reinforced customer corresponding online presence behavior.

### METHODOLOGY- DATA MAPPING

- a. First of all, we've collected customer's mobile phone numbers based on current information within our database;
- b. Then, depending on their personality traits, we've later defined online behavior of these customer data and matched them by importing groups into our database;
- c. Moreover, we've integrated customer data, customized graphic visualizations of personalized customer content to form a visual picture to analyze specific interests and reliable buying preferences.
- d. Lastly, customers have set defined labels to help companies enhance their brand for new customers, and offered insight. Through data, we've observed the current models for particular customers that displayed high purchase intention. As a result, we determined their favorite specific models and defined target requirements.

## THE RESULTS

At WEDO, we use Big Data methodologies to analysis, support customer data labels for customer information but also to dig user interest can be more intuitive to analyze their character.

It not only handles vast amount of data, more importantly, our Big Data solutions for the auto industry depend on advanced customer insights and various data analysis tools to discover potential new customer base.

This plays a part as current customer data can effectively carry out precise judgments and estimations, customer care and maintenance play a guiding role in promoting customer loyalty.

