

Enhancing Customer Engagement With Innovative Technologies

Industry: Automotive



Mission-critical priority

Drive brand repositioning through customer engagement, and present ideas monthly to global leadership.



How Gartner helped

The client used **Gartner Advisory Services** to:

- **Validate a framework** for understanding the customer buying journey both pre- and post-purchase, with the goal of **boosting customer brand advocacy**



Outcome

With support from Gartner for Marketing, the client:

- **Identified cross-industry emerging techniques**
- **Successfully achieved** the desired **customer engagement** through innovative technologies and **enhanced leadership's view of the innovation team**