Test drive as part of the customer journey

eggs unimedia supports the BMW Group in making test drive appointments a digital experience with Adobe Experience Manager Forms.

Solutions

Adobe Experience Cloud with

- Adobe Experience Manager Sites
- Adobe Experience Manager Assets
- Adobe Experience Manager Forms
- Adobe Analytics
- Adobe Target

Results

BIGGER SYNERGY EFFECTS with Adobe platform strategy. Support is provided by existing global roll-out and support teams

FASTER TIME-TO-MARKET TIMES with simple forms creation and integrated localisation options. Minor changes are made via content and without any code changes and releases

BETTER CUSTOMER EXPERIENCE with seamless integration of the forms into an overall customer journey, across brands for BMW, Mini and Motorrad

eggsunimedia

DIGITAL EXPERIENCE
2022 Adobe Solution Partner of the Year
Emerging | Central Europe

The form: an important part of the customer journey

Forms for requesting a test drive are located at one of the most important points in a potential car buyer's customer journey: this is where the website visitor becomes an opportunity.

So-called request forms are nothing new on the BMW Group websites. They are available for all markets, in many languages and for a wide variety of applications: Testdrive Appointments, Request for Information, Request for Offer, Request for Contact, Request for Service and many more. However, the old form solution had reached its limits. The BMW Group wanted to optimise processes and react more flexibly and quickly to market requirements.

Previous **challenges** with request forms

- ✕ Changes to the content had to be made via code adjustments (by developers)
- ✕ A/B tests were not supported
- ✕ Performance did not meet the quality standards of a premium car manufacturer
- ✕ Changes in media formats during a forms process could not be mapped
- ✕ Lack of scalability, no cross-brand reuse, high effort for translations
- ✕ Technology was no longer developed further

BMW Group partner

eggs unimedia, Munich

www.eggs.de

Christoph Behounek, eggs unimedia,
Project manager for BMW Forms

„It's simply fun when we as a team create an outstanding customer experience from a complex requirement."

Once the need has been identified, the solutions can quickly take effect

The joint journey began in summer 2019. The BMW Group decided to convert all customer-facing request forms to Adobe Experience Manager Forms technology. The system integrator eggs unimedia was commissioned with the implementation. As the BMW Group's technical lead agency, eggs unimedia was very familiar with the IT existing landscape. Introducing a new form solution doesn't sound too complex by itself. But when it has to be a globally deployable solution that takes into account the special requirements of 180 markets, 40 language versions, different car configurations per market, integrations with third-party systems such as stock locator, dealer search, customer management system, different data protection requirements and so on, then it quickly becomes more complex.

But the drivers for the project were enormous: by using the central customer data model in AEM Forms (the forms creation), the forms process can now be digitised and optimised end-to-end. On the other hand, appealing forms that are seamlessly integrated into a customer journey can lead to a higher conversion rate.

eggs unimedia is a great advocate of the agile working approach. Following the agile principle, we think in small steps. We collect the requirements for an increment and implement them. In this way, we quickly achieve testable results and can further refine the product based on feedback from the specialist departments.

Agility requires an agile set-up: In this case, the Scrum team was made up as follows:

the eggsperts

- 1 scrum master
- 1 tech lead
- 1 product owner
- developers
- test managers

Project managers on the customer side

- 2 product owners

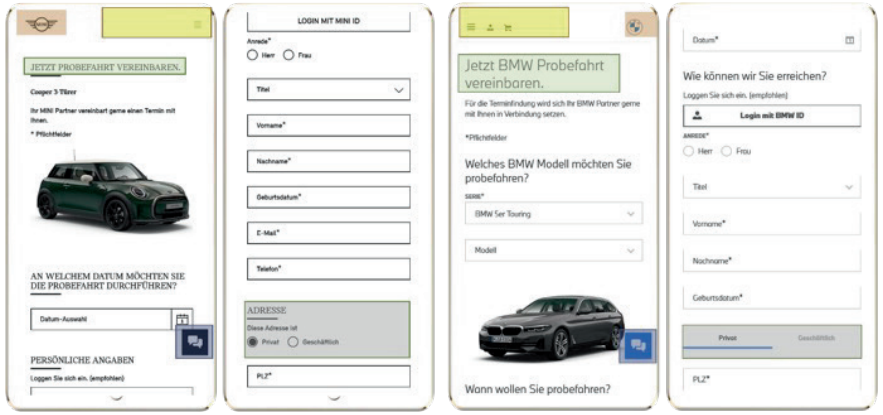
With well over 100,000 form calls per week, small changes have a big impact.

The advantages of today's form technology from Adobe

With AEM Forms, we were able to implement the requirements in stages and gradually benefit from the positive effects. Essentially, these 5 points have crystallised as unbeatable benefits:

- **One forms technology** for all brands (BMW, MINI, BMW Motorrad) with the respective requirements

> other style systems
> different logos
> different menus
> specific fonts
> different layouts
> different form fields



- **Measurable forms, personalisation and A/B tests** with Adobe Analytics and Target

- **Convenient adaptation** to the different markets with sometimes very different languages and characters. By the end of June 2023, 33 markets and 25 languages had been implemented. Among them are also many forms with characters outside the Latin alphabet, such as Thai, Japanese or Russian

- **Pre-population of the form with data** when a customer comes from the Car Configurator

- **No more changes in media formats** and improved customer experience thanks to complete pre-filling of the form

The introduction of Adobe Forms is one of the most important measures for improving lead management.

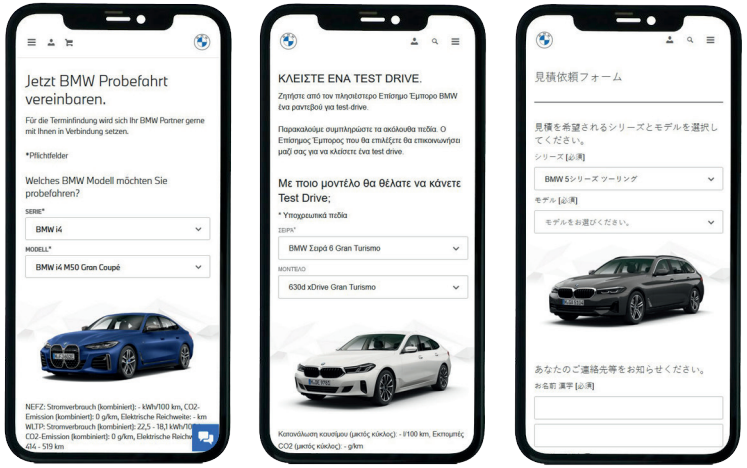
It is the sum of all parts that makes our platform unbeatable

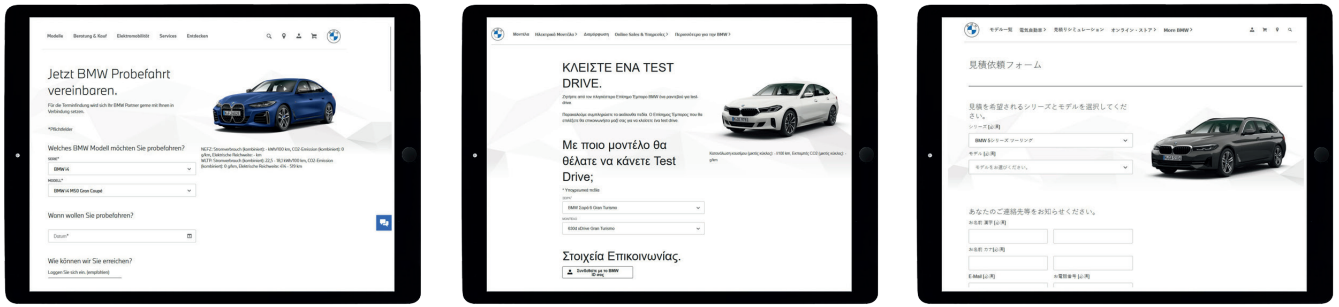
Developing and creating solutions together is a complex process. It requires mutual trust, expertise and a willingness to perform in order to reliably realise the defined tasks in coordinated sprints. The following overview shows how different the results can be:

- **Global Customer Data Management:** Integration with all individual CRM systems. GCDM functions as a service bus and integrates with various CRM systems in different markets
- **AEM Forms** only communicates with one interface (REST and JSON) and we are able to create a Swagger file that is used as the basis for the Forms data model
- **Development of components** based on the AEM Core Components
- **Centralised provision** of all metadata at runtime, e.g. for prefilling drop-down menus with data (title, brands, countries, interests, hobbies, ID type, etc.) using parameters
- **Centralised data receiption** via Global Customer Data Management
- **Management** of consents
- **Integration of Web Analytics** for tracking websites and forms
- **Integration with Product Data Hub:** Only display available vehicle types and car series per market
- **Authentication service:** Loading user data at runtime
- **Integration with various 3rd party systems** for pre-filling forms with vehicle data, for example for the stock locator or the car configurator
- **Dealer-Locator**: Integration of the dealer locator via an encapsulated AEM Sites component

Effects

- Integration with existing solutions
- Organised Asset Management
- Professional forms management
- Fast implementation options thanks to multi-site management and automated translation workflows
- Performance increase
- Maximum availability and security





Solutions

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