



# NEW AGE DEMAND SENSING PLATFORM FOR AUTOMOTIVE

Manage the volatility in demand caused by social media influence, changing consumer expectations & buying patterns

Customers are exposed to a wider range of choices and opinions these days, thanks to the surge in social media activity around the world, making demand for any product or service more unpredictable. Current Supply Chain issues requires a consumer-centric approach to demand sensing and forecasting. To determine the true demand for a product, the new age demand sensing technology for automotive monitors real-time customer traffic from online & offline Sales Channels, Social Media, and other sources.

Plus, there's more. With the support of custom automotive accelerators, the true demand prediction may be combined with the business planning platform to execute digital sales and operation planning, bringing agility to the business functions.



### Key Drivers

- Increased use of alternative sales channels such as online vehicle sales, subscriptions, etc.
- Millennial constituting majority of customer base
- Web analytics and offline customer traffic tracking platforms are on the rise
- The influence of social media is at an all-time high

### Key Advantages

- Business function digitalization and agility
- Customer centric demand planning
- Real-time tracking of client behaviour, including trends and events
- Improved forecast accuracy
- Cost reductions as a result of better inventory management
- Real-time integrated business planning

To Know more about the asset reach out to:

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