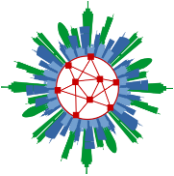


# Conception of a PSS management for the marketing of customer-specific services in the mobility sector

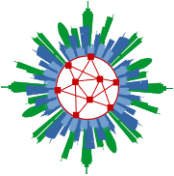
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- Challenges automotive industry
  - Cost and margin pressure  
(Wehinger & Cords, 2015; Becker, 2016)
  - Decreasing car affinity → Decreasing car ownership  
(Canzler & Knie, 2016; Infas, 2018, S. 22)
  - Car not status symbol, but functional to satisfy mobility needs  
(Bratzel, 2014; Rühl & Biethahn, 2013, S. 252)
  
- Potential through digitalization of vehicles  
(Strategy& & PWC, 2016; McKinsey&Company, 2016; Fluegge, 2016; Löw & Rothmann, 2015; Becker & Axhausen, 2017)
  - Reduction of manufacturing and maintenance costs
  - Increase Customer Lifetime Values
  - Customers develop new product understanding  
(Pekkola & Ukko, 2016)
  - New business models (e.g. demand orientation)
  
- Transformation from multi purpose to single purpose vehicles



# Problem Statement (1/2)

- **Demand-oriented mobility services**

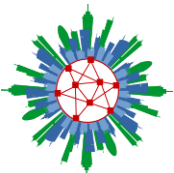
(Scheuerle, 2017)

- Low margins → Depends on vehicle/fleet utilization
- Anonymity of the product and mediator hinders the development of a brand relationship
- Lack of individuality in customer loyalty and communication  
(Wagner vom Berg, Marx Gómez & Sandau, 2017; Chian Tan et al., 2017)

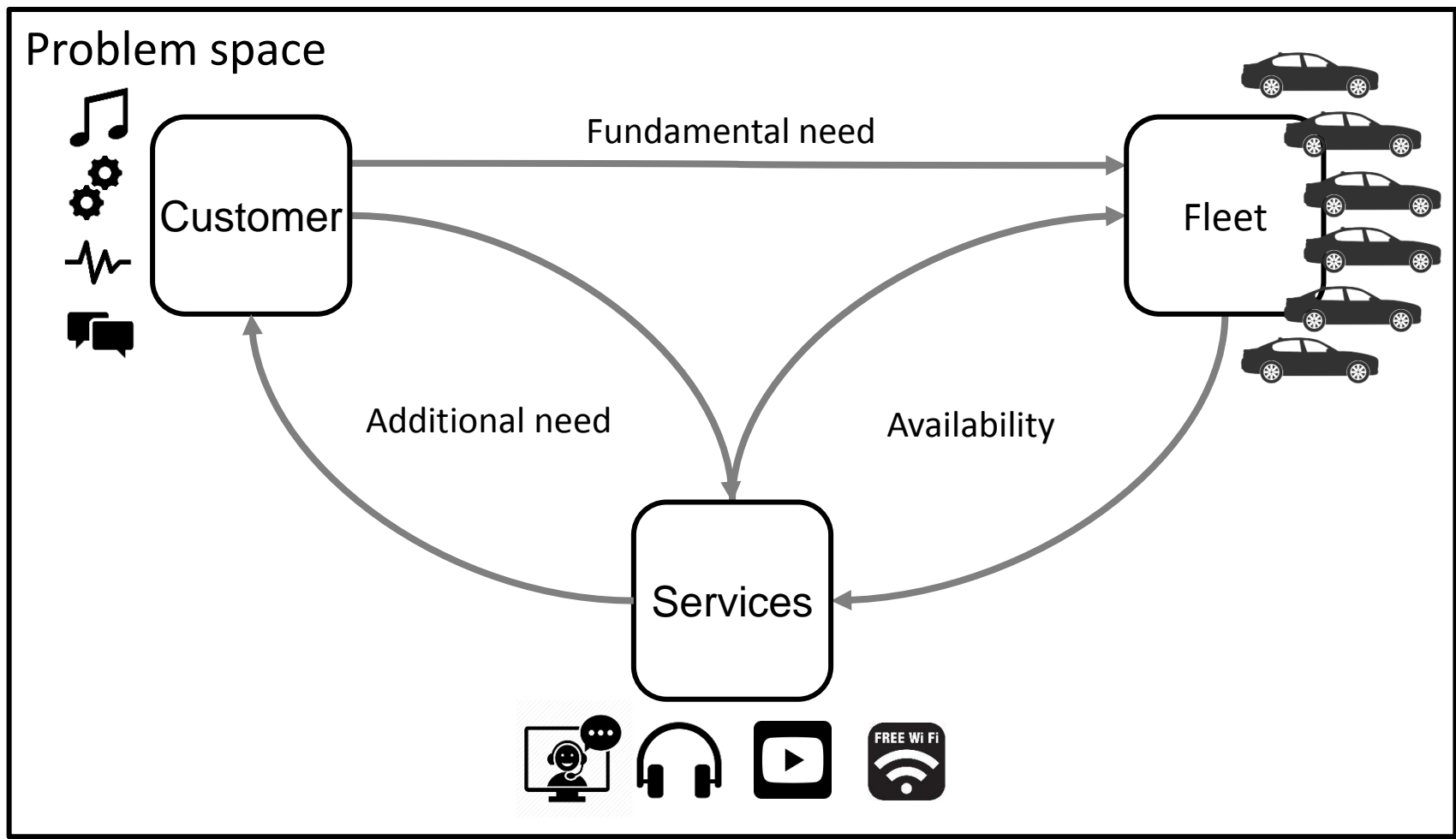
- **Customers have individual characteristics**

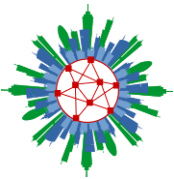
(Alt, 2016, S. 195)

- Insufficient quality in the perception of mobility services  
(Riegler et al., 2016, S. 115)
- Differentiation through consideration of the problem and solution space
- Large result set of service combinations



# Problem statement (2/2)

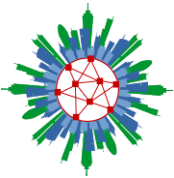




*How can automotive manufacturers differentiate themselves in the market of demand-oriented mobility if the vehicle is no longer in the foreground?*



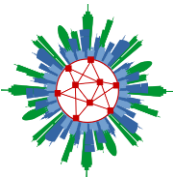
Integration of customer-specific services at the time of use represents a differentiation on the market



## ■ Product services bundles

(DIN, 2009; Aurich et al., 2009; Mannweiler & Aurich, 2011; Song, 2013; Wang, 2014)

- Integration of services extends initial function of the product  
(Kreye, Newnes & Goh, 2014)
  
- Provision of customized combinations is a high-quality solution for customer needs and offers competitive advantages  
(Davies, Brady & Hobday, 2007; Mannweiler, Siener & Aurich, 2010)
  
- Individual composition increases customer satisfaction  
(Baines et al., 2007)
  
- Selection and combination of products and services from a defined quantity based on customer needs and constraints  
(Long et al., 2013)
  
- Supplier must understand the expectations of the customer  
(Kim & Kim, 2001; Fließ & Kleinaltenkamp, 2004)



- Procedure for configuring product service bundles (cf. Niemöller et al., 2014)

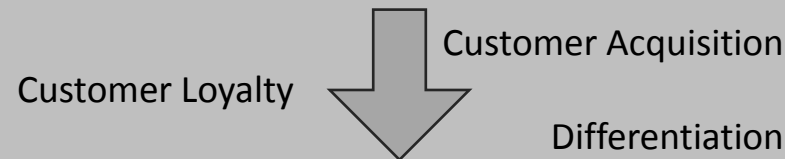
Service management and marketing  
Customer Relation Management

Mobility Services  
Fleet Management

## Strategic competition model

1. Identification of roles in the value network
2. SWOT-Analysis
3. Derivation of the market potential
4. Discussion of yield models
5. Identification of customer segments & characteristics
6. Classification of Services and Technologies
7. Derivation of features to customer segments
8. Integration in Services and PSS offers
9. Validation and Cross- / Up-Selling
10. Pricing and Engagement Measures

### Target dimension



Definition

Synthesis

Analysis

Production

Customer  
Requirements



Target  
Properties



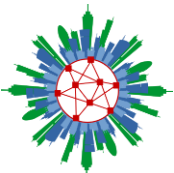
Physical and  
service  
components



Actual  
Properties



PSS



Vehicles Contracts / Volkswagen/Phaeton V6 FSI/OL-AA-123 / Rent / 2018-10-26

odoo

Close Contract Renew Contract

Incoming In Progress Expired Expiring Soon Closed

Active

### Contract details

Vehicle: Volkswagen/Phaeton V6 FSI/OL-AA-123  
 Type: Rent  
 Activation Cost: 0.00  
 Recurring Cost Amount: No

### Odometer details

Odometer at creation: 12,341.00 Kilometers

Invoice Date	10/26/2018	Vendor	Administrator
Contract Start Date	10/12/2018	Contractor	Max Mustermann
Contract Expiration Date	10/12/2018	Contract Reference	

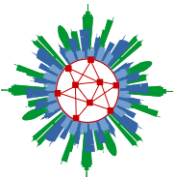
Included Services: Generated Recurring Costs

Service	Cost Description	Indicative Cost
Rent (Excluding VAT)		3.39
Spotify-Offer-1234	20 Minutes Streaming	0.99
		4.38
<b>Indicative Costs Total</b>		<b>4.38</b>

Terms and Conditions

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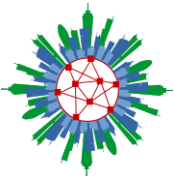
- Evaluation of problem solving through questionnaires and expert interviews

(Österle et al., 2010)

- Car sharing operator
- Automotive industry
- Research institutions

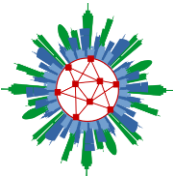


- Demonstrated technical feasibility through prototypical implementation



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