

# We are looking for YOU!

Join a team of digital and  
strategy consultants

**Deloitte.**  
Digital

Monitor  
**Deloitte.**

Chair of Management Accounting



**Customer retention is the key to sustainable success**

## Story

With changing customer expectations, OEM strategies within the automotive industry are shifting significantly towards a more customer centric approach. With your support, we want to reshape the touchpoints along the aftersales customer journey to create sustainable value for a premium OEM.

## Challenges

- Identification of the ideal customer interaction approach by creating different scenarios and customer journeys
- Creative design of customer touchpoint prototypes (mobile app or web-app) based on analytical and behavioral scientific results
- MVP development of an interactive customer touchpoint serving as a customer profile dashboard combining car, customer & workshop data
- Touchpoint success measurement based on activity-based customer behavior by defining different conversion KPIs

## Qualifications

- Programming experience in frontend and backend development (mobile app or web-app)
- Interest in the automotive sector and marketing topics
- Affinity for advanced data analytics

## More Info

We have finished all preparations and are ready to get in contact with you.

In case of questions and for your application, please reach out directly to **Rieke** ([hemelchior@deloitte.de](mailto:hemelchior@deloitte.de)) and **David** ([dwiechers@deloitte.de](mailto:dwiechers@deloitte.de)).