

Enhanced Customer Insights and Understanding

Overview:

Maruti Suzuki MAIL is the Corporate Accelerator of Maruti Suzuki, working towards finding starting startups, with which Maruti Suzuki teams can co-create a solution to address a live use case.

Current Challenges:

Currently Maruti Suzuki reaches out to its customers for a lot of surveys and feedbacks. Many a times the conversation cannot be initiated or is partially completed, as the customer is busy or is not in a right mood.

Business Requirements:

Solution which can bring in customer insights to Maruti Suzuki in terms of his daily activities, interests, mood, preferences, etc, which can help business decide when and how to contact the customer to get better response and have a meaningful and complete conversation.

Solution required to:

Enhanced Customer Understanding - Interests / Opinions / Activities (E.g. - Identify the Mood of the customer and then make a call for service, to get better conversion).