



Decoding connected vehicle data to design better cars

CHALLENGE

A leading auto manufacturer wanted to improve product development by tapping into customer experience data. But a fractured data landscape and an inability to synthesize connected vehicle data meant stakeholders had **divergent views of customer experience**, and could not effectively collaborate to enhance future designs.

SOLUTION

The manufacturer integrates field data from customer surveys, connected vehicle / usage data, third-party surveys, OEM surveys, warranty claims, geolocation data, and more. This enables all stakeholders in the product development lifecycle to collaboratively:

Cluster customer surveys

Data scientists deploy logic to cluster unstructured customer surveys by topic, such as vehicle performance. From there, non-technical quality analysts investigate the data to identify **the root cause of customer sentiments**. These findings are made available to all stakeholders, subject to security and granular access controls protecting private data.

Understand feature use

At the same time, development engineers perform **statistical analysis on billions of rows of connected vehicle data** to rank features by frequency of use.

Improve future designs

Product teams receive all of these inputs to **contextualize customer sentiment** and make decisions on future designs.

IMPACT

- Product development discussions are rooted in a **unified view of actual feature usage**.
- Product managers **analyze feature popularity by market in minutes**. Previously, gathering and preparing the data alone took months.