

VOLKSWAGEN

Navigating the Future Through Digitalisation

The Volkswagen Group is one of the world's leading automobile manufacturers and the largest car maker in Europe. Volkswagen Group Singapore is a subsidiary of Porsche Holding Salzburg, which is fully owned by the Volkswagen Group. The company's portfolio includes Volkswagen Passenger Cars, Volkswagen Commercial Vehicles, ŠKODA, CUPRA, and Das WeltAuto.

Volkswagen Group Singapore imports and retails Volkswagen Passenger Cars, Volkswagen Commercial Vehicles, Škoda, and CUPRA vehicles directly. By retailing directly to customers, Volkswagen Group Singapore is able to position itself at the forefront of Singapore's car market. This arrangement also allows for a closer relationship between the brands and the people who matter the most. Volkswagen Group Singapore provides its customers with the quality experience they expect from Europe's largest car maker.

DIGITAL STRATEGY

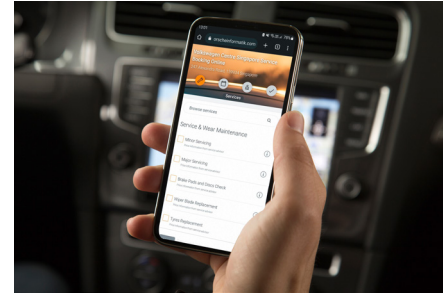
Volkswagen Group Singapore's strategic approach includes every facet of their business, spanning from wholesale entities to the retail activities of their dealerships. It encompasses a comprehensive range of digital initiatives that are implemented throughout all departments.

These digitalisation strategies serve to heighten their operational flexibility and empower Volkswagen Group Singapore's workforce through the adept utilisation of innovative technologies and seamless technical integrations across various systems. This, in turn, significantly enriches the experiences of customers and esteemed business partners.

At the heart of the company's digital transformation goals lies a two-fold commitment. First, Volkswagen Group Singapore aims to create a personalised customer experience that centres around the unique mobility needs of each individual. Second, their transformation aligns with a resolute dedication to sustainability, emphasising environmentally responsible actions that echo a responsibility towards the environment and the well-being of future generations.

DIGITISATION DRIVING SUSTAINABILITY AND CUSTOMER-CENTRIC EXPERIENCE

Digitalisation plays a pivotal role in Volkswagen Group Singapore's sustainability drive. By minimising paper usage and streamlining operations through system op-



timisations and automations, the company can significantly cut down on the volume of emails sent, which in turn reduces carbon emissions.

As the automotive industry undergoes transformation, especially with the impending introduction of the Volkswagen, ŠKODA and CUPRA electric vehicles by 2024, Volkswagen Group Singapore's sights are set on creating more digitally integrated customer journeys and enriching experiences.

Customers also now receive their vehicle sales agreements electronically, eliminating the need for physical paperwork. Similarly, quotes for service repairs are conveniently shared with customers digitally. Volkswagen Group Singapore has also introduced digital showrooms enabling customers to reserve vehicles with ease online.

Internally, the company is also driving process optimisation through advanced computerisation and workflow automation. This includes the integration of the group standard IT systems and the incorporation of locally developed and tailored solutions.

To ensure the attainment of sustainability goals, Volkswagen Group Singapore meticulously gathers, monitors, and analyses data on controlled measures such as energy consumption, employing IoT sensors. Simultaneously, they track indicators like printing and travel costs to gauge the efficacy of digital tools.

The company is also actively exploring opportunities to expand their deployment of IoT solutions. These include the potential integration of energy sensors on a per-floor

Introducing the

Volkswagen
eShowroom

Explore models Reserve online



or per-section basis, as well as the incorporation of solar panels within the building infrastructure.

EMPLOYEE FOCUSED TRANSFORMATION

Digital excellence runs deep in the organisation, fostered by strong leadership and a culture that values it at every level. Porsche Holding’s IT arm, Porsche Informatik, leads the way in-house with proprietary IT solutions. In the company’s digital journey, employees are key, managing diverse challenges. Their focus is process improvement, agility, and competitiveness.

Through automation and innovation, Volkswagen Group Singapore ushers in new opportunities, like more self-learning time for employees and fresh skill-expanding tasks.

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BARRIERS TO DIGITAL TRANSFORMATION

Some barriers include change management and selecting appropriate technologies, taking into account factors like suitability, costs, and particularly IT security.

In the realm of change management, successful digitalisation projects heavily rely on the support and active engagement of management. The company’s projects are meticulously structured from the outset to involve crucial stakeholders, with a particular focus on steering committees that encompass the management team.

In terms of technology selection, while core IT systems are predominantly provided centrally by the group, Volkswagen Group Singapore also develops locally tailored solu-

tions to address the unique conditions of the Singaporean car market. This is because of their dual role as both the importer and retailer of the brands.

In these instances, the company’s approach hinges on prioritising the evolving needs of customers, followed closely by internal capabilities, before embarking on any digitalisation endeavours. This ensures that the company not only partners with the most suitable business entities offering the right solutions or products but also guarantees their ability to effectively implement and sustain these solutions internally. Therefore, the company balances costs, security and aligning with customers’ ever-changing requirements.

COLLABORATIVE DIGITAL TRANSFORMATION EFFORTS

Essentially, any ongoing or novel digital undertakings that hold relevance are seamlessly shared between the Singaporean and Malaysian office. An illustrative example lies in the successful implementation of a digital tool for scheduling service appointments, which was shared from Singapore to Malaysia, encompassing valuable technical insights. Likewise, the customer-centric mobile app was reciprocally shared from Malaysia to the local team.

