Jaguar Land Rover

Analytics, data hygiene and Mosaic insight put Jaguar Land Rover
on the road to greater success across South Africa.

Jaguar Land Rover (JLR) operates its South African
business through a dealership network, extending into
the whole of Sub-Saharan Africa, including Kenya.

The challenge

The luxury car market has become increasingly competitive
and diverse. Despite JLR's reputation, appeal and worldwide
profile, its team in South Africa believed its ability to fully
exploit the available opportunities were limited by poor
insight, data quality and aging records from more than
44,000 entries derived from a host of disparate sources
and legacy systems. In order to win a greater insight and
competitive advantage, the company turned to Experian.

The solution

Experian and JLR carried out an initial data cleanse,
validation and matching programme. Results were added
to a combined Mosaic overlay and analytics consultancy,
to deliver clarity and insight into customer behaviour,
habit, trends, sales and service loyalty. The mass of
detailed insight was subsequently captured in a clear,
straightforward and easy-to-use customer dashboard.
As a result, JLR has been able to confidently push ahead
to develop far greater customer insight metrics to be
embedded within its plans to roll-out loyalty and servicing
programmes that better serves its customers.

The results

The JLR team now estimates its data accuracy for customer
insight is at 70%-plus, with ongoing improvements predicted
with every subsequent iteration. This success is far reaching
for both the company's dealers and more importantly
its customers, thanks to more appropriate, relevant
communications, improved customer service analysis and
loyalty metrics. Development of the insight also helps ensure
dealers can retain far better contact with their customers,
all underpinned by accurate reporting metrics, customer
contact and vehicle information as well as the delivery of
ongoing sales opportunities. Findings will also influence
how JLR looks to optimise its branch locations across South
Africa and its surroundings, relative to purchase and service
opportunities. Experian has now become JLR's strategic
analytics partner of choice in the region.

" Experian and JLR are on an exciting data
journey. The road map to create a golden
source of customer data is ongoing
and has already added much value to
the JLR business. Experian will remain
JLR's partner of choice to manage and
enrich the data and help us reach our
greater CRM strategy of really knowing
our customers"

Carmen Slade, JLR CRM Manager