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# Meet Titan, a Thai consumer in the market for an EV



Lives in  
Bangkok, Thailand



Innovative



Ambitious

## Customer Profile of a GWM consumer (Source: GWM Representatives, Q&A Session)

1



Passionate about new technology

2



Engagement of innovation

3



Challenging lifestyle

ANALYSIS

PRE-PURCHASE

TRIAL

POST-PURCHASE

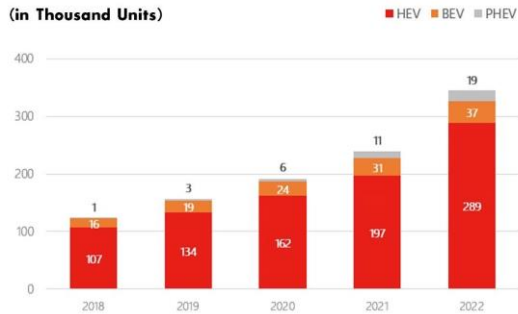
FINANCIALS

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# The EV market in Thailand is emerging...

## BEV usage is increasing...

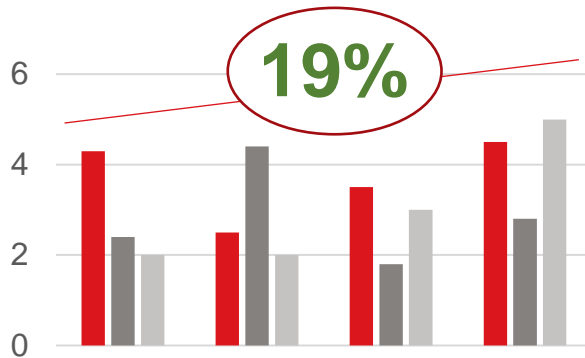
### Accumulated Number of xEV Registration from 2018 to June 2022



BEV registration jumped from 16,000 to **37,000** vehicles in 2022

Source: Case Packet, pg 8

## Domestic sales continue to grow...

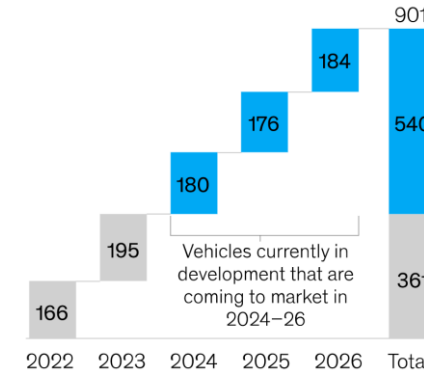


**19%** in projected domestic annual sales **growth** for 2022

Source: Case Packet, pg 9

## ... and so is the number of EV programs

Number of electric-drivetrain vehicle programs by launch year



**500+**  
EV programs developed in 2024-26

Source: McKinsey

## ... and the government is pushing for EVs by 2035



Selling motored vehicles will be suspended in **2035**

Source: Case Packet, pg 9

...and GWM is currently dominating this market with its unique selling points

**GWM Experience**

Connects customers to all of GWM's customer-centric features



**Partnership**

Fast partnership enables launch of best domestic products with safety, driving and convenience



**GWM App**

Online-to-offline (O2O) experience connects customers seamlessly to GWM direct stores and GWM partner stores



**One Price Policy**

Every customer can purchase their vehicles and services at equal prices regardless of differences in purchasing channels.



Source: GWM Representative, Case Q&A

ANALYSIS — PRE-PURCHASE — TRIAL — POST-PURCHASE — FINANCIALS

# Trust is the most important factor in establishing a long-term brand

1

## Brand Loyalty

65% of consumers have switched brand loyalties because the customer experience didn't match what they had been promised by the brand's image

*Source: Qualtrics/Case Packet*

2

## Emphasis on Customer Journey

A company's performance on journeys is 35% more predictive of customer satisfaction and 32% more predictive of customer churn than performance on individual touchpoints.

*Source: Qualtrics/Case Packet*

3

## Consistency

Consistent customer experience will become the leading brand **differentiator** in the next two years, according to global research studies

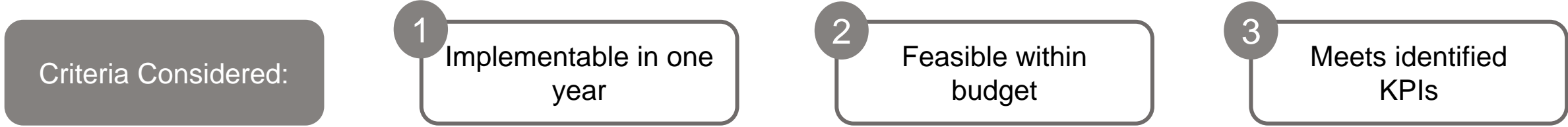
*Source: Mckinsey*



## What Does This All Mean?

To continue this **momentum**, GWM can **build trust** with **Thai consumers** entering the **EV market**.

# Alternatives considered for implementation will not successfully allow GWM to prepare for the future



## Recommendation

**Charging Infrastructure**

Partner with rideshare app, Grab

Social Media Marketing - Influencers

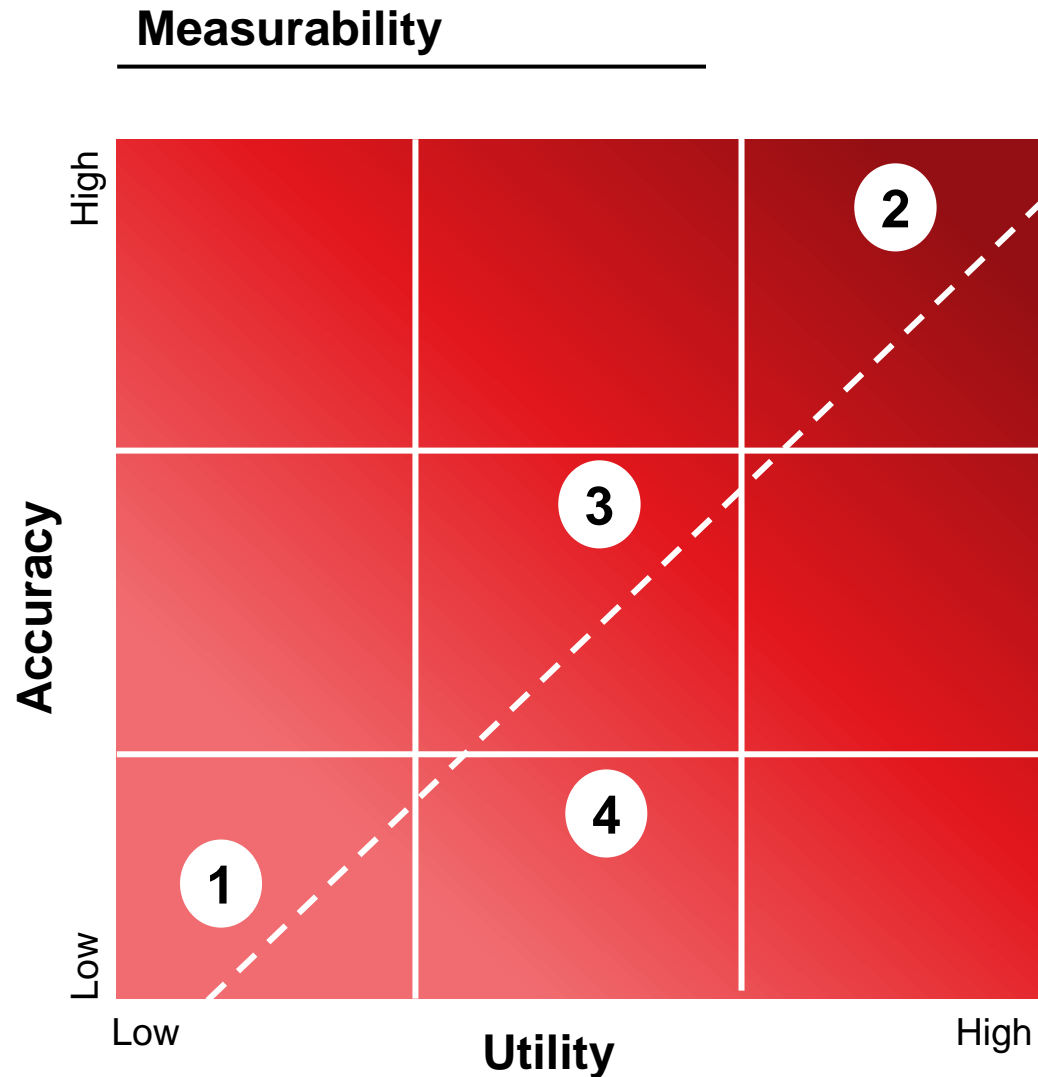
## Why it was Eliminated

Does not directly target consumers to build trust for GWM brand, not implementable in one year

Impact will not be large enough within one-year, extensive due diligence required

**39%** of consumers don't see public figure spokespeople or endorsements as significant in the purchasing journey (Case Packet/Qualtrics)

# Analysis and evaluation of current metrics to measure brand trust show not all KPIs are appropriate

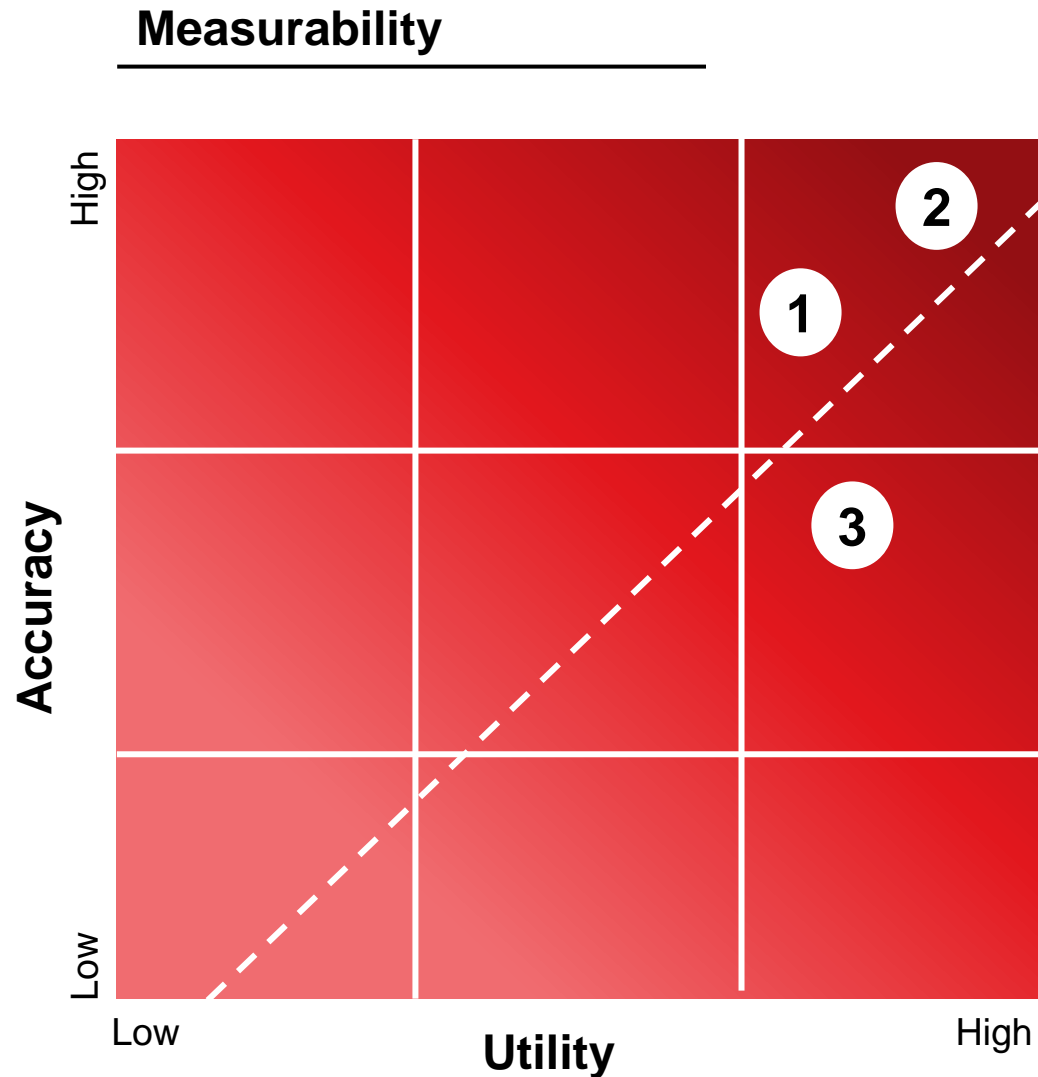


## Current KPIs

- 1 Growth of Social Media Followers**  
Weak correlation between trust and number of followers (organic vs. inorganic followers)
- 2 Online and Offline Activity**  
Data-driven omni-channel approach to gain continuous engagement from trusted consumers
- 3 PR News Sentiment**  
News sources are credible and highly followed by consumers
- 4 Customer Feedback on Social Media**  
Comments are not a comprehensive representation of consumer sentiment



# New recommended KPIs will allow GWM to more appropriately measure brand trust



## Recommended KPIs

- Media Interaction**  
User clicks on social media ads and shares show correlation with brand trust
- Customer Satisfaction Index (CSI)**  
CSI measures the amount that GWM meets customer expectations
- App Usage**  
Increase in app usage shows GWM that users are engaged and loyal to the brand

# Executive Summary: *An overview of our strategic recommendations...*



## Key Questions

1. What are the strategic initiatives to build brand trust in Thailand?
2. Are the current metrics to measure brand trust the most appropriate KPIs? What other KPIs (if any) should GWM take into consideration



## Strategies & Tactics

### PRE-PURCHASE

#MyTHAIWithGWM  
Marketing Campaign

Social Media Marketing

Digital Mall Billboards

### TRIAL

ExperienceORA

At-Home test drives

### POST-PURCHASE

Loyalty Program

Post-purchase services



## Impact

**4+ million** media  
interactions with customers

**4.2** out of 5  
score for CSI

**Double** the amount of  
active app users

1

Recommendation 1

## Pre-Purchase

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#MyTHAImWithGWM  
Marketing Campaign

Social Media Marketing

Digital Mall Billboards

2

Recommendation 2

## Trial

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ExperienceORA

At-Home test drives

3

Recommendation 3

## Post-Purchase

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Loyalty Program

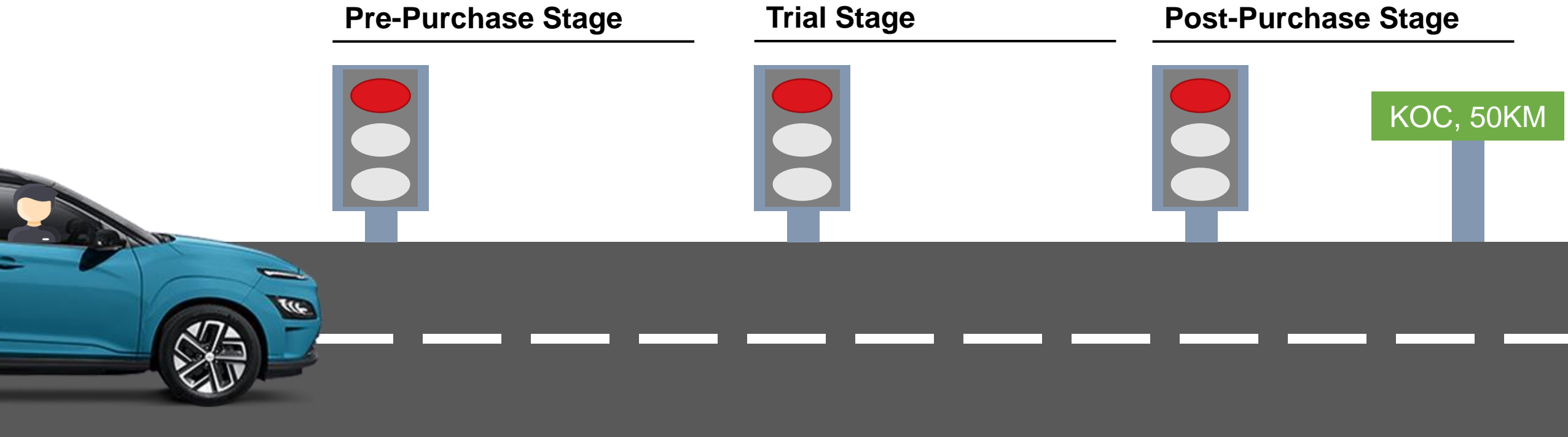
Post-purchase services



**Brand Trust:** “Customers’ confidence in a brand’s ability to **live up to its promises**. Customers develop a greater trust in a brand as long as it **consistently lives up to the standards.**”

**- Case Packet, page 28**

# Along his purchasing journey for a new EV, Titan experiences a variety of pain points



## Pain Points Experienced

- ✘ Foreign Brand
- ✘ Brand Awareness

- ✘ Outdated Equipment
- ✘ Unhappy Test Drives

- ✘ Continued Engagement
- ✘ Inconvenient Maintenance

ANALYSIS

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# Titan experiences a variety of pain points with the pre-purchase stage

## Pre-Purchase Stage

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## PAIN POINTS

### FOREIGN BRAND

“The **#1** hesitation of consumers is that we are a **Chinese Brand**”

*Source: GWM Representative, Case Q&A*

### BRAND AWARENESS

“GWM has only been in Thailand for **around one year** meaning lower recognition”

*Source: GWM Representative, Case Q&A*

## Tactic 1: #My**THAI**mWithGWM



### PAIN POINT ADDRESSED

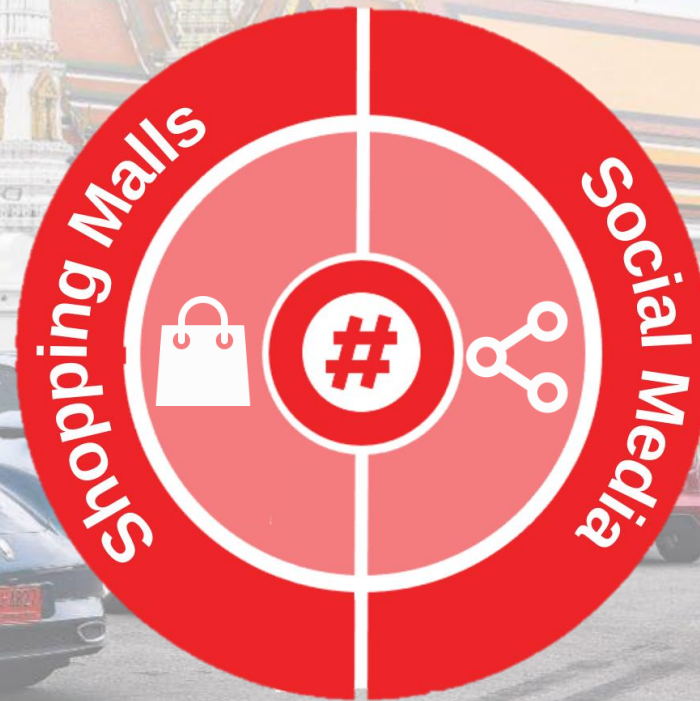
#### **FOREIGN BRAND**

“The #1 hesitation of consumers is that we are a **Chinese Brand**”

*Source: GWM Representative, Case Q&A*

To solve pain points in the pre-purchase phase, GWM can launch an omnichannel marketing campaign called #MyTHAIWithGWM

# #MyTHAIWithGWM



ANALYSIS



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POST-PURCHASE



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# To solve pain points in the pre-purchase phase, GWM can launch an omnichannel marketing campaign called #MyTHAIWithGWM

## Description



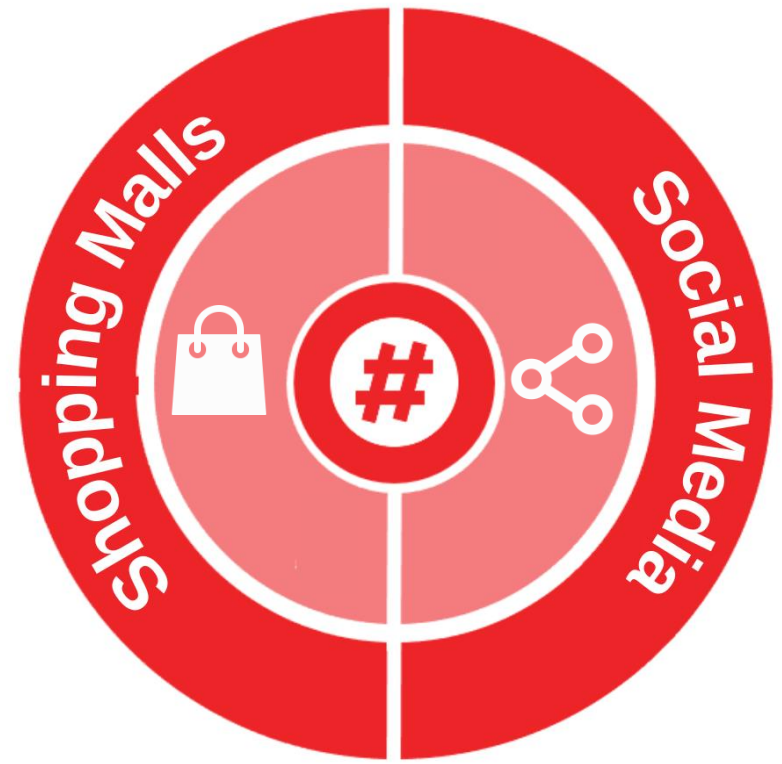
#MyTHAIWithGWM



Show Thai users enjoying GWM cars



Begin building trust with new users



## Channels

SOCIAL MEDIA



IN MALLS



ANALYSIS



PRE-PURCHASE



TRIAL



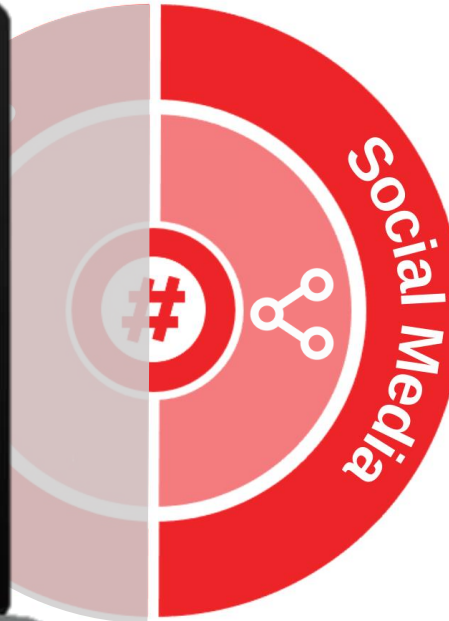
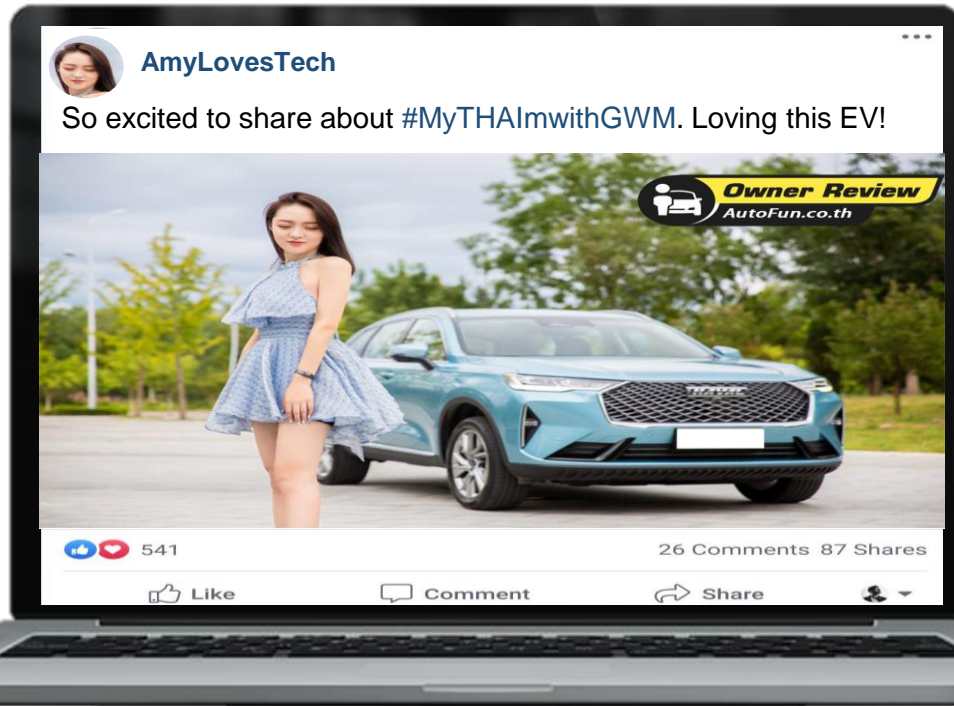
POST-PURCHASE



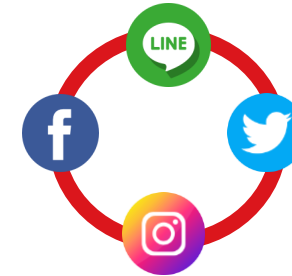
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To solve pain points in the pre-purchase phase, GWM can launch an omnichannel marketing campaign called #MyTHAIWithGWM

## SOCIAL MEDIA



What?



Have Thai users post photos enjoying their GWM car

Why?



Reinforce the Thai brand and **build trust** with consumers

ANALYSIS

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**Tactic 2: Digital Billboards to showcase #MyTHAIWithGWM**



**PAIN POINT ADDRESSED**

## **BRAND AWARENESS**

“GWM has only been in Thailand for **around one year** meaning lower recognition”

*Source: GWM Representative, Case Q&A*

To solve pain points in the pre-purchase phase, GWM can launch an omnichannel marketing campaign called #MyTHAIWithGWM

## IN MALLS



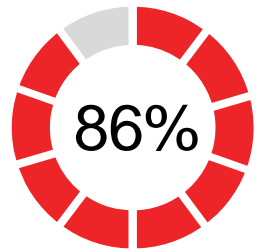
### What?



Engage shoppers with **digital billboard GWM selfie-booths** to drive in-store traffic

### Why?

Consumer impressions using digital billboards **are 86%** higher than traditional ads.



Source: Nielsen

ANALYSIS



PRE-PURCHASE



TRIAL



POST-PURCHASE

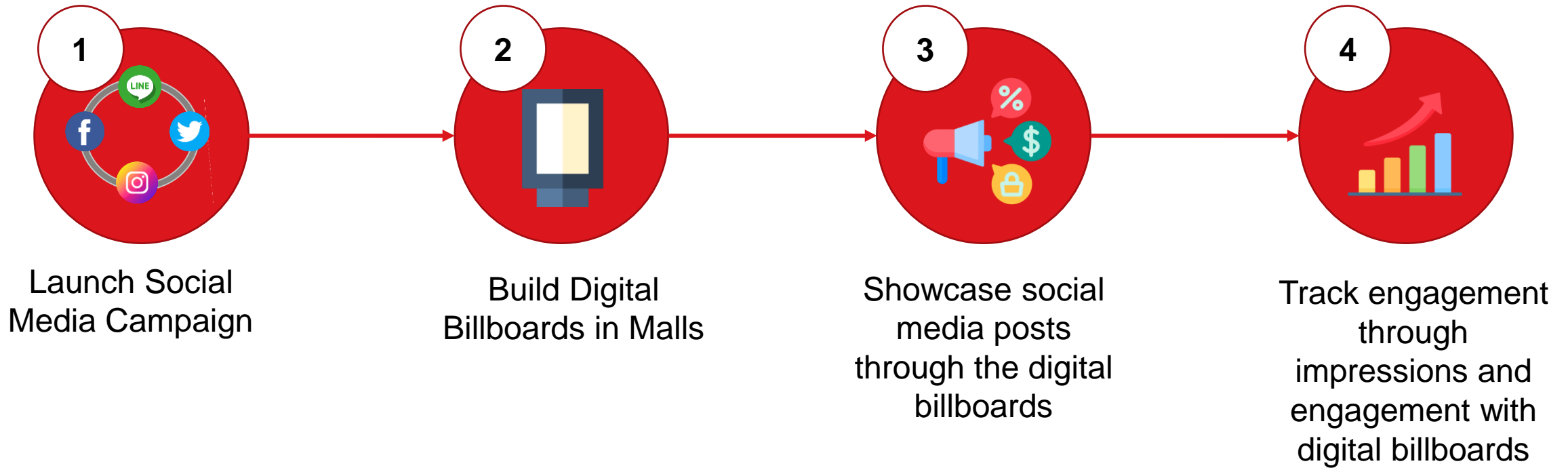


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# GWM can launch the #MyTHAIWithGWM marketing campaign in two months

## #MyTHAIWithGWM Implementation Timeline (2 Months)



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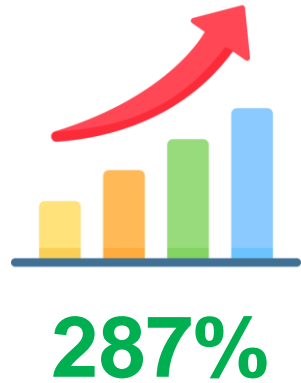
POST-PURCHASE



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# Omnichannel marketing campaigns are shown to increase customer trust

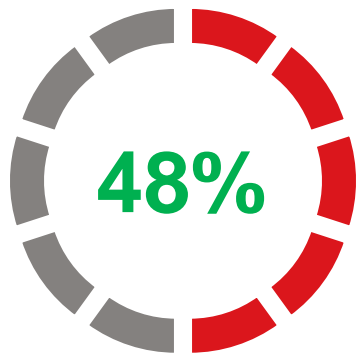
## The more channels, the better



Omnichannel marketing campaigns featuring 3+ channels have a **287% higher** purchase rate compared to single-channel counterparts

Source: AdRoll

## Users will share for personalized services



**48%** of purchasers will share information for personalized services

Source: Deloitte

## Omni-channel marketing works to retain



Customer retention rates are almost **90%** for brands with an omnichannel approach

Source: AdRoll

## Users prefer seamless omnichannel experiences



**59%** of respondents said would choose a competitor that offers a seamless shopping experience if given the choice

Source: REVE Chat

The recommended KPIs to measure the success of the #MyTHAIWithGWM are kiosk interactions, social media ad clicks, and customers retained

### Pre-Purchase Stage






### Pain Points Resolved

- ✓ Foreign Brand
- ✓ Brand Awareness

**RECOMMENDED KPIs**

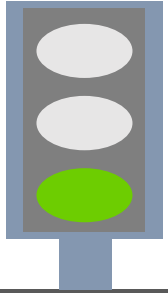
		
<b>Kiosk Interactions</b>	<b>Social Media Ad Clicks</b>	<b>Customers Retained</b>

**KPIs FOR PRE-PURCHASE**

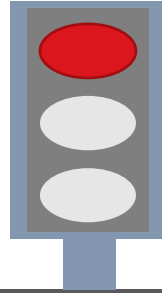
	<b>4 million</b> annual kiosk Interactions
	<b>100,000</b> social media ad clicks
	<b>50,000</b> customers retained for trial stage

# The #MyTHAIinWithGWM marketing campaign allows Titan to establish trust with GWM in the pre-purchase stage

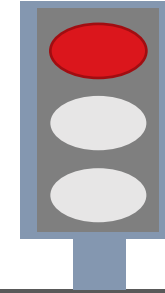
## Pre-Purchase Stage



## Trial Stage



## Post-Purchase Stage



KOC, 30KM

## Pain Points Resolved

- ✓ Foreign Brand
- ✓ Brand Awareness

## Pain Points Experienced

- ✗ Outdated Equipment
- ✗ Unhappy Test Drives
- ✗ Continued Engagement
- ✗ Inconvenient Maintenance

ANALYSIS

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1

Recommendation 1

## Pre-Purchase

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#MyTHAImWithGWM  
Marketing Campaign

Social Media Marketing

Digital Mall Billboards

2

Recommendation 2

## Trial

---

ExperienceORA

At-Home test drives

3

Recommendation 3

## Post-Purchase

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Loyalty Program

Post-purchase services

Titan has successfully established trust in the pre-purchase stage; however, he still experiences pain points preventing him from purchasing in the trial stage

## Trial Stage



## PAIN POINTS

### OUTDATED EQUIPMENT

“Showrooms often **lack intelligent equipment**”

*Source: Case Packet*

### UNHAPPY TEST DRIVES

“Many consumers are unhappy with the **short test drive time** on a **simple, singular route**”

*Source: Case Packet*

ANALYSIS



PRE-PURCHASE



**TRIAL**



POST-PURCHASE



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## Tactic 3: ExperienceORA



PAIN POINT ADDRESSED

### OUTDATED EQUIPMENT

“Showrooms often lack  
intelligent equipment”

*Source: Case Packet*



To solve the pain points of the trial stage, GWM can build Experience ORA, a car driving simulator, in the experience center

## “ExperienceORA” Simulation, in GWM experience center



## “ExperienceORA” Purpose



Creates a simple way to ‘Experience ORA’ and see how GWM lives up to its expectations

Appeals to target customer profile



New technology



Engagement of innovation



Challenging lifestyle

ANALYSIS

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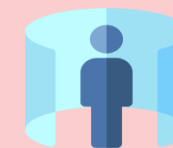
POST-PURCHASE

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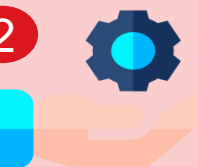
## Key Features

1



360° immersive viewing

2



Showcase unique product features

3

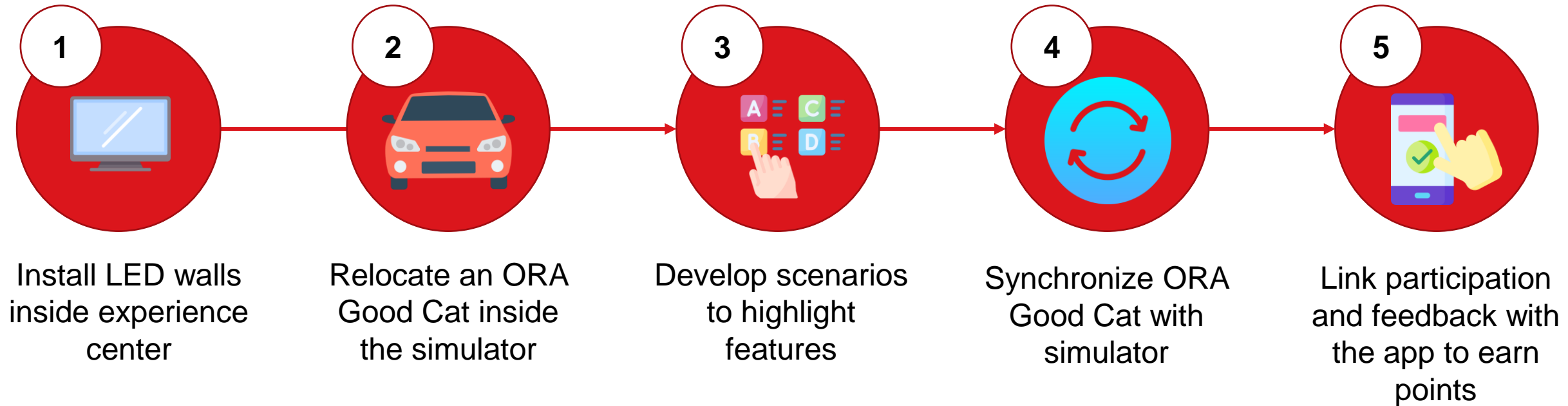


Multiple-scenarios to choose from

Customers can rate satisfaction via the app

# GWM can roll-out the ExperienceORA simulator in one month

## ExperienceORA Simulator Implementation Plan (One Month)



ANALYSIS



PRE-PURCHASE



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Introducing a simulator in the experience center will build trust because it has worked for other companies

## Company Overview



PORSCHE

#1 ranking in  
*Consumer Reports*

German-based  
international brand

EV presence in  
Thailand

“Porsche Racing Experience”



Simulations provide a **simple, low-commitment** way to **engage** with a product

ANALYSIS

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## Tactic 4: At-home Test-Drive



PAIN POINT ADDRESSED

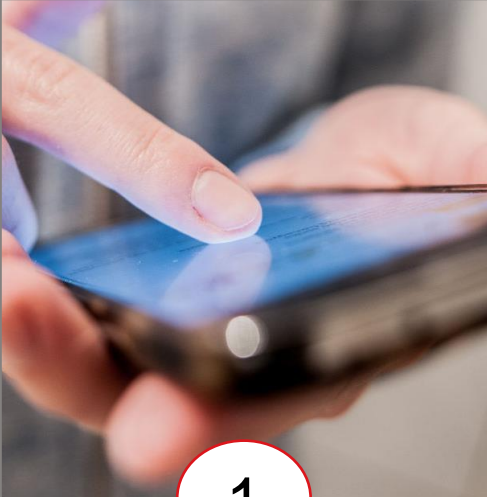
### UNHAPPY TEST DRIVES

“Many consumers are unhappy with the **short test drive time** on a **simple, singular route**”

*Source: Case Packet*

# After experiencing the simulator in the experience center, GWM can offer at-home test drives

Set up via app



1

Simple bookings through the GWM application

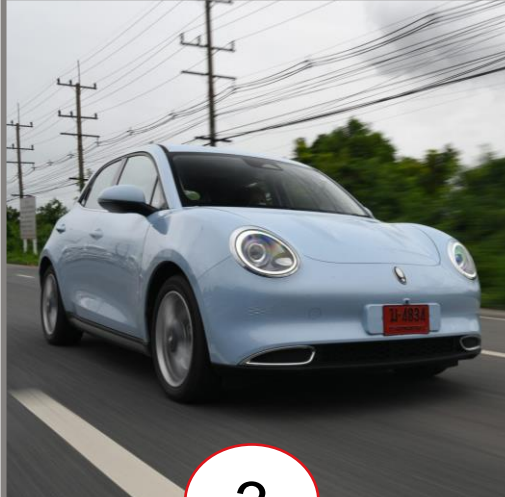
Car delivered to you



2

Sales representative drives to your residence in your desired car


Test-drive



3

Experience the desired car on familiar roads while asking questions

Sale



As a result of seeing exactly how the ORA lived up to the consumers daily expectations for performance, they place an order

ANALYSIS

PRE-PURCHASE

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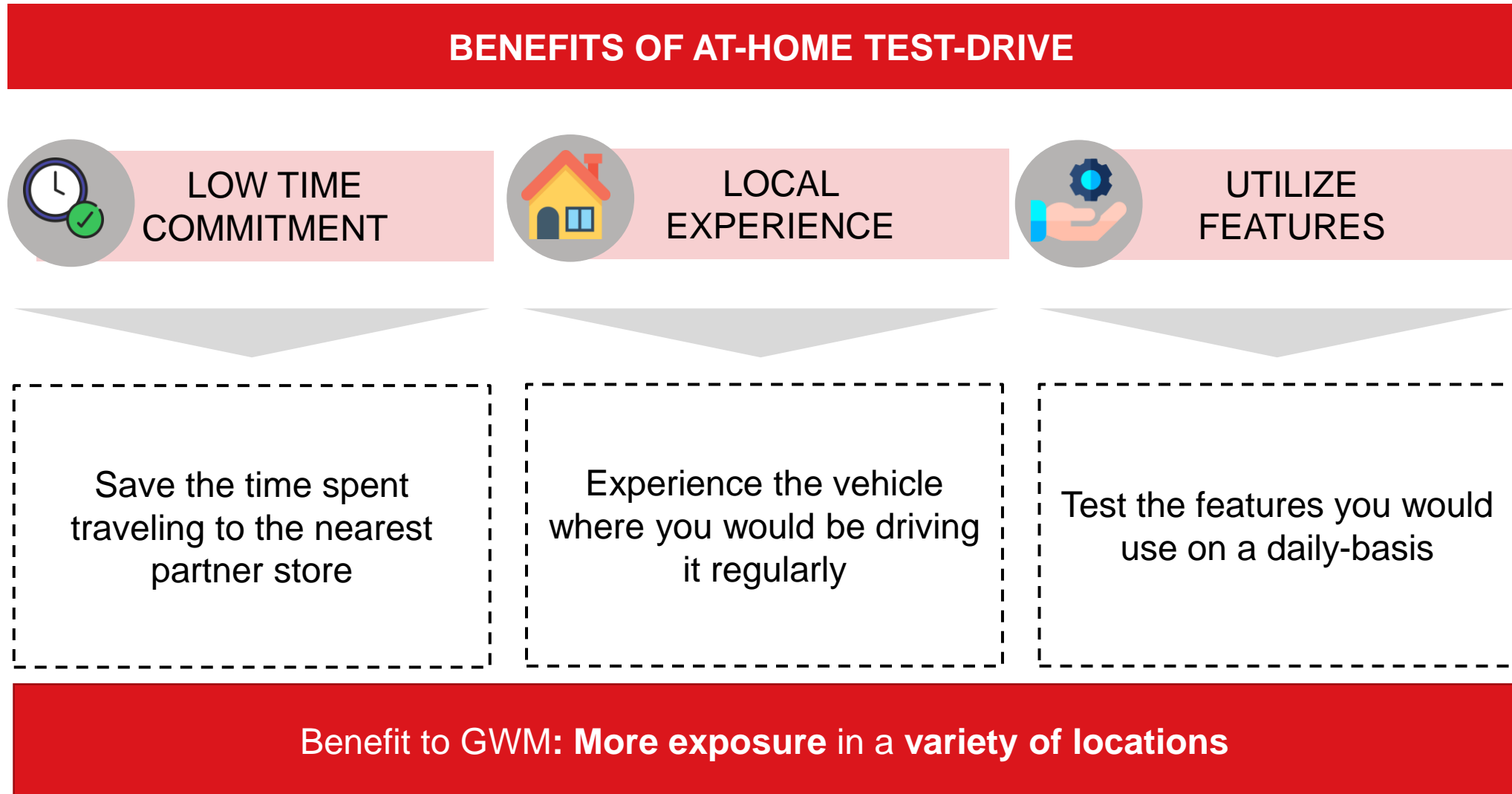
POST-PURCHASE

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# At-home test drives will make Titan's experience with GWM more convenient in the trial phase



The recommended KPIs to measure the success of the car simulator and at-home test drives are customer satisfaction score, test-drive conversion, and customers retained




### Trial Stage






### Pain Points Resolved

- ✓ Outdated Equipment
- ✓ Unhappy Test Drives

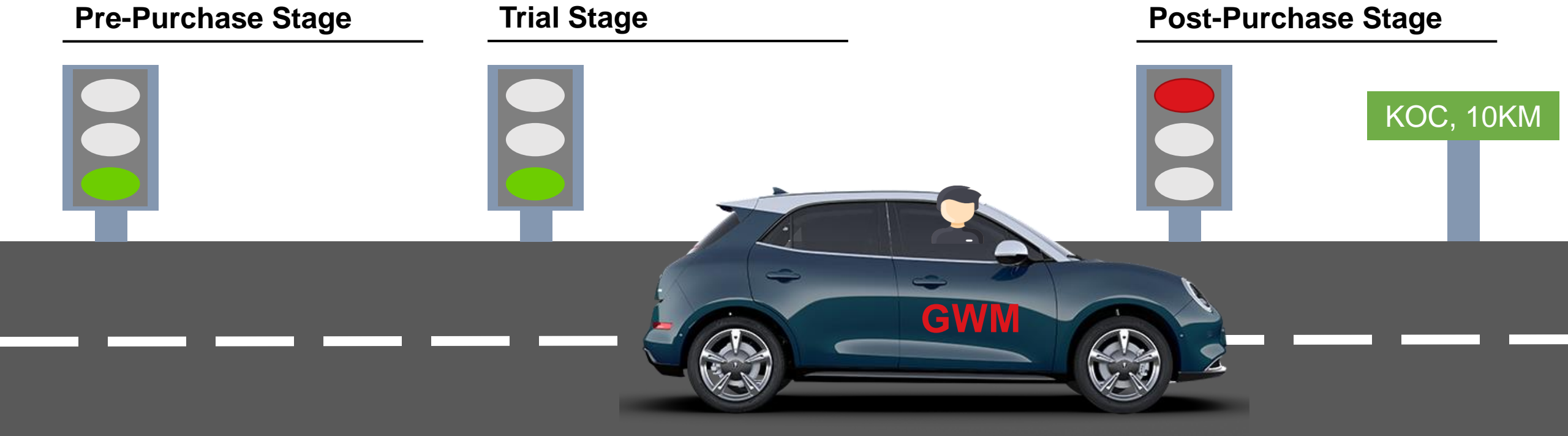
**RECOMMENDED KPIs**

		
<b>Customer Satisfaction Score</b>	<b>Test-Drive Conversion Rate</b>	<b>Customers Retained</b>

**KPIs FOR TRIAL**

	<b>4.0</b> Customer satisfaction score achieved
	<b>30%</b> conversion rate from test drive to purchase
	<b>9,000</b> customers retained for purchase

Experiencing the simulator and at-home test driving allows Titan to establish trust with GWM in the trial stage and purchase a GWM ORA Good Cat



### Pain Points Resolved

- ✓ Foreign Brand
- ✓ Brand Awareness
- ✓ Outdated Equipment
- ✓ Unhappy Test Drives

### Pain Points Experienced

- ✗ Continued Engagement
- ✗ Inconvenient Maintenance

1

Recommendation 1

## Pre-Purchase

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#MyTHAImWithGWM  
Marketing Campaign

Social Media Marketing

Digital Mall Billboards

2

Recommendation 2

## Trial

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ExperienceORA

At-Home test drives

3

Recommendation 3

## Post-Purchase

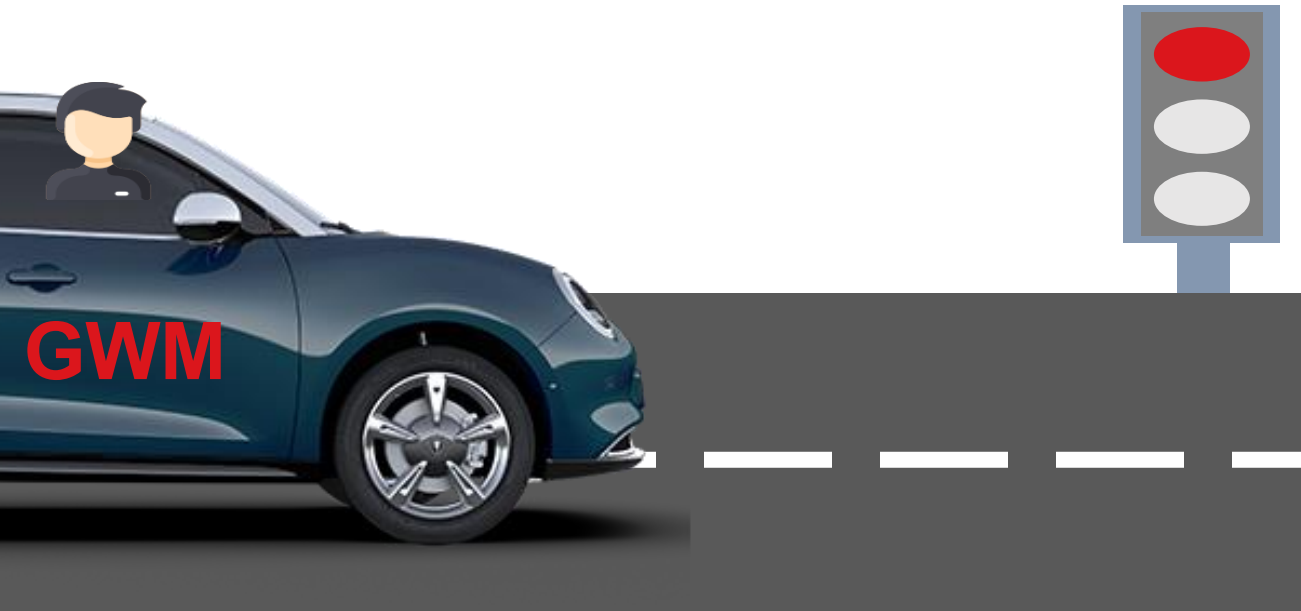
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Loyalty Program

Post-purchase services

Titan has now bought the car due to his trust in the pre-purchase and trial stages; however, building his trust doesn't end here

## Post-Purchase Stage



## PAIN POINTS

### CONTINUED ENGAGEMENT

Customers have little incentives to remain loyal to GWM

### INCONVENIENT MAINTENANCE

“Consumers often find it inconvenient to fit the maintenance time into their lifestyle”

*Source: Case Packet*

ANALYSIS



PRE-PURCHASE



TRIAL



POST-PURCHASE



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## Tactic 5: Tier-based status system



**CONTINUED  
ENGAGEMENT**

Customers have little incentives to remain loyal to GWM



To strengthen Titan's trust with GWM after purchasing, GWM can integrate a tier-based status system

### Example Tiers (Bronze to Diamond)



### How Tiers Work

Assign tiers using **existing functionality of loyalty points**

### Example Rewards for Tiers



Exclusive Events



Exclusive Discounts



Merchandise

### Why?

**50%** of loyalty program members are more likely to recommend the company to others"

Source: McKinsey

ANALYSIS

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TRIAL

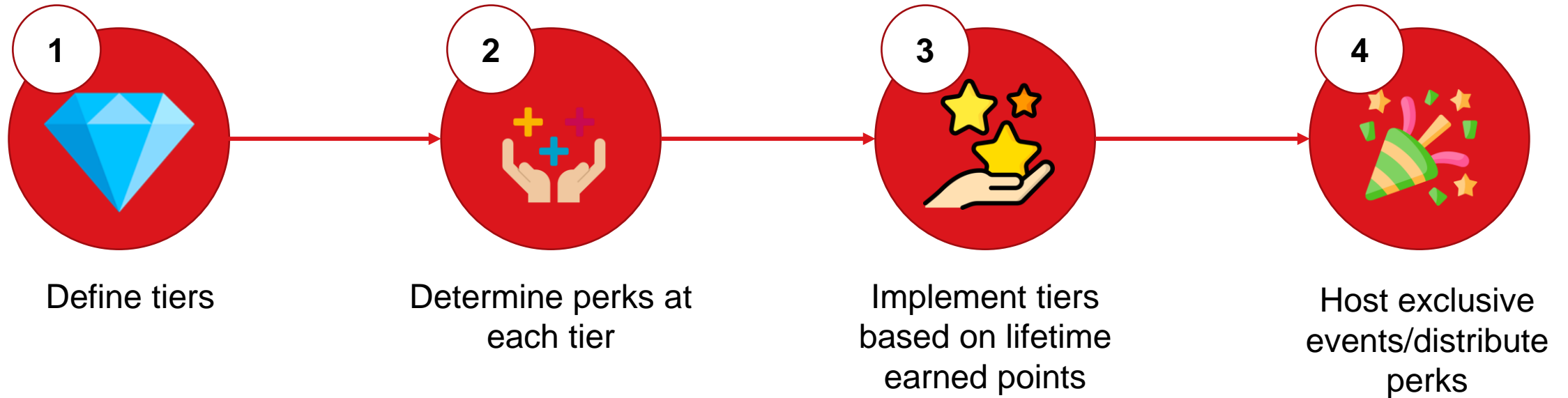
POST-PURCHASE

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# GWM can launch their tier-based status system in two weeks

## Tier-based status system implementation plan (2 Weeks)

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ANALYSIS



PRE-PURCHASE



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POST-PURCHASE



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## Tactic 6: Additional Post-Purchase Services



PAIN POINT ADDRESSED

### **INCONVENIENT MAINTENANCE**

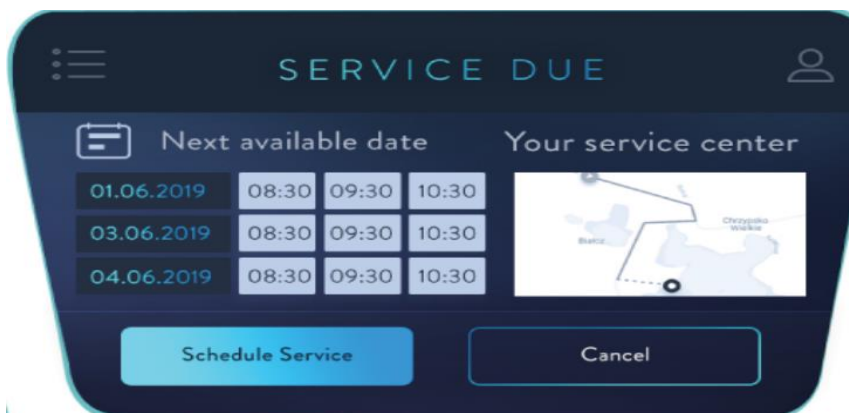
“Consumers often find it inconvenient to fit the maintenance time into their lifestyle”

*Source: Case Packet*

# To ensure long-term trust with Titan's brand loyalty, GWM can further enhance their post-purchase services through AI

## AI-Enhanced post-purchase services:

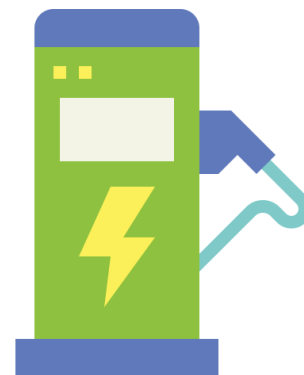
### AI-Enhanced Service Features



AI geo-locates closest service center for maintenance

User-synced calendar allows for optimal appointment scheduling

### Automatic Charging Booking



AI will recognize low battery and schedule a fill-up at a station

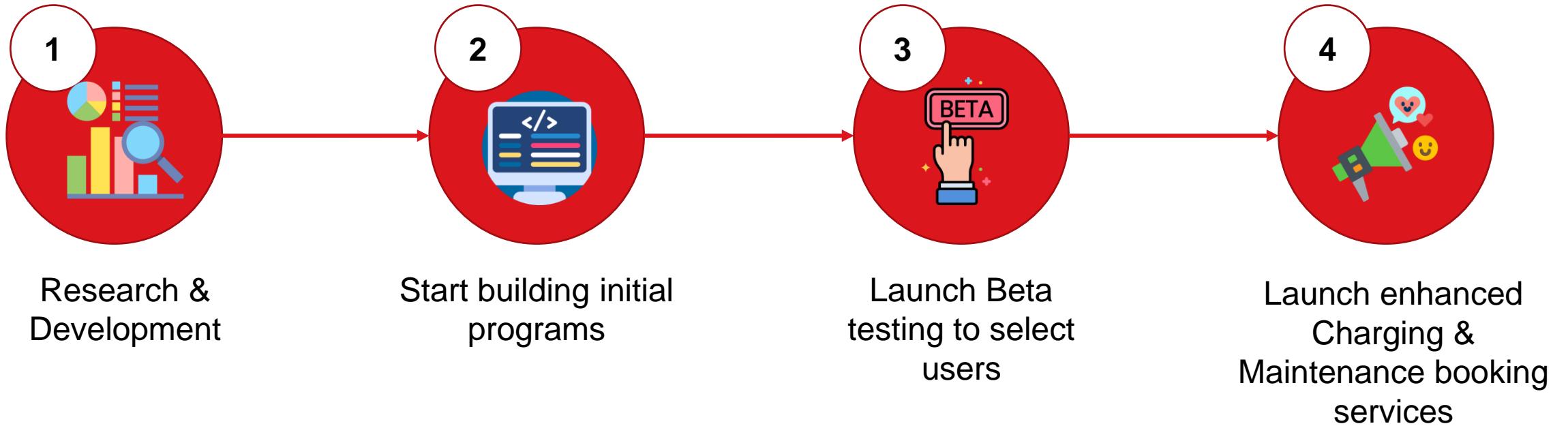
**Customer Satisfaction:** Customers will be able to **rate their experience** with both services out of 5 to provide feedback for GWM

## Long-Term

Investing in AI now will allow for **further post-purchase services** enhancements in the future (e.g., self-diagnostic system)

# GWM can launch their AI-Enhanced post-purchase features in 3 months

## AI-Enhanced post-purchase features implementation (3 Months)



ANALYSIS



PRE-PURCHASE



TRIAL



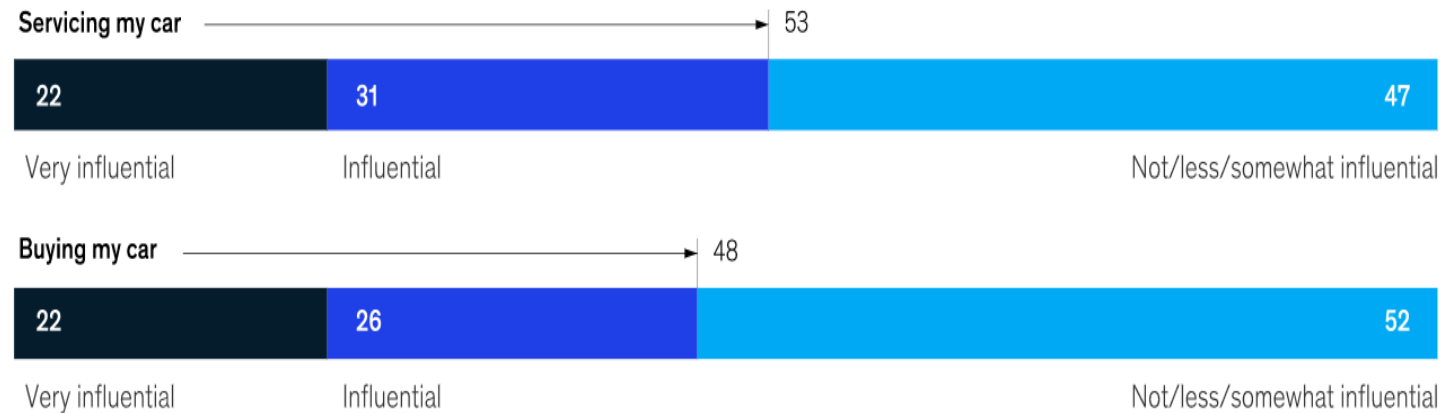
POST-PURCHASE



FINANCIALS

# Research shows that the most crucial part of trust is built post-purchase

## Importance of customer experience by journey, %



Source: McKinsey

## Importance of consistent upgrading, McKinsey

“EV customers are looking for a **smart device on wheels** where they can work, socialize, and be entertained—and which **will constantly improve**.”

## Post-Purchase Stage

Emphasizing on post-purchase initiatives is crucial to adopt to consumer demand

The recommended KPIs to measure the success of the loyalty program and AI-enhancements are customer satisfaction score, referrals, and active app users




### Post-Purchase Stage






### Pain Points Resolved

- ✓ Continued Engagement
- ✓ Inconvenient Maintenance

**RECOMMENDED KPIs**

 <b>Customer Satisfaction Score</b>	 <b>Increased Referrals</b>	 <b>Active App Users</b>
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**KPIs FOR POST-PURCHASE**

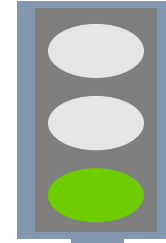
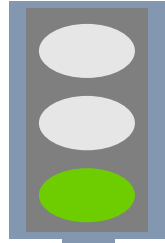
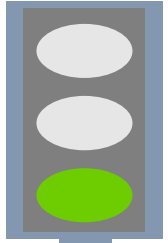
	<b>4.5</b> Customer satisfaction score achieved
	<b>Increase</b> the amount of recommendations
	<b>Doubling</b> the amount of app active users

The loyalty program and enhanced post-purchase services allows Titan to establish trust in the post-purchase stage

**Pre-Purchase Stage**

**Trial Stage**

**Post-Purchase Stage**



WELCOME TO KOC



**Pain Points Resolved**

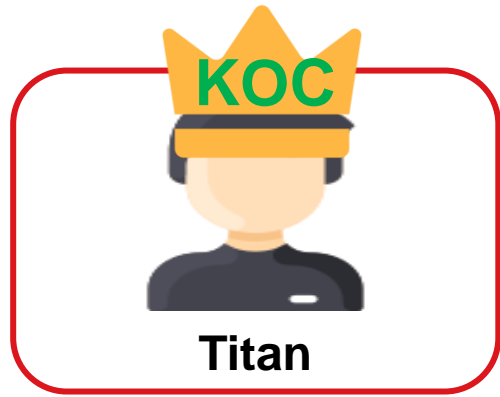
- ✓ Foreign Brand
- ✓ Brand Awareness

- ✓ Outdated Equipment
- ✓ Unhappy Test Drives

- ✓ Continued Engagement
- ✓ Inconvenient Maintenance

ANALYSIS — PRE-PURCHASE — TRIAL — POST-PURCHASE — FINANCIALS

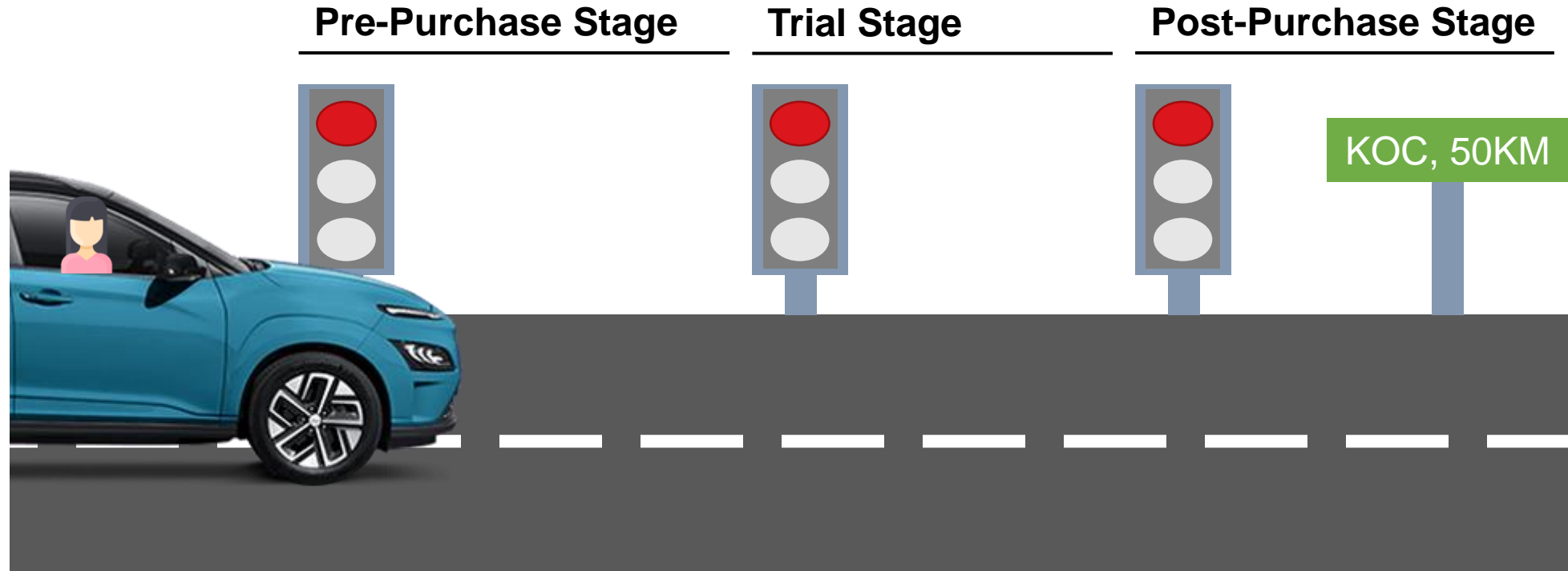
Establishing trust in all 3 stages of the purchasing process allows Titan to become a KOC and inspire other Thai consumers to begin building trust with GWM



Posts on #MyTHAIWithGWM

Encourages other Thai people to go through the journey

Pam, another Thai consumer, begins her journey



**KEY TAKEAWAY:** Through the pre-purchase, trial, and post-purchase recommendations, Titan becomes a **KOC** and encourages other Thai consumers to **adopt GWM vehicles**

# FINANCIALS





The total cost of the 3 strategies will be 28.1 million Baht at the end of 1 year

**Total Cost At Year 1:  
THB 28.1 Million**

**PRE-PURCHASE**

Social Media  
THB 755K

Digital Billboards  
THB 3.4M

**TRIAL**

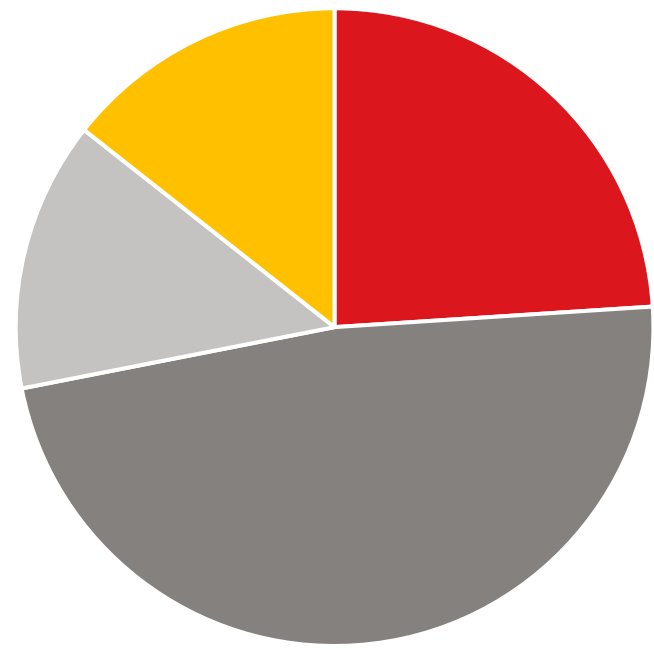
Experience ORA  
THB 4.6M

At-Home Test Drive  
THB 9.1M

**POST-PURCHASE**

AI Enhancements  
THB 10.2M

**Major Cost Drivers:**



- LED Projecting walls
- AI Development cost
- Driver hours cost for in door to door test drive
- R&D Cost

# GMW can measure the success of the recommendations and brand trust through KPIs

## KPIs associated with recommendations

### PRE-PURCHASE KPIs



**4 million** annual kiosk Interactions



**100,000** social media ad clicks



**50,000** customers retained for trial stage

### TRIAL KPIs



**4.0** Customer satisfaction score achieved



**30%** conversion rate from test drive to purchase

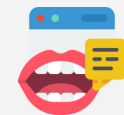


**9,000** customers retained for purchase

### POST-PURCHASE KPIs



**4.5** Customer satisfaction score achieved



**Increase** the amount of recommendations



**Doubling** the amount of app active users

## KPIs to measure Brand Trust



**4+ million** media interactions with customers



Reach a **4.2** out of 5 score for CSI



**Double** the amount of active app users

ANALYSIS



PRE-PURCHASE



TRIAL



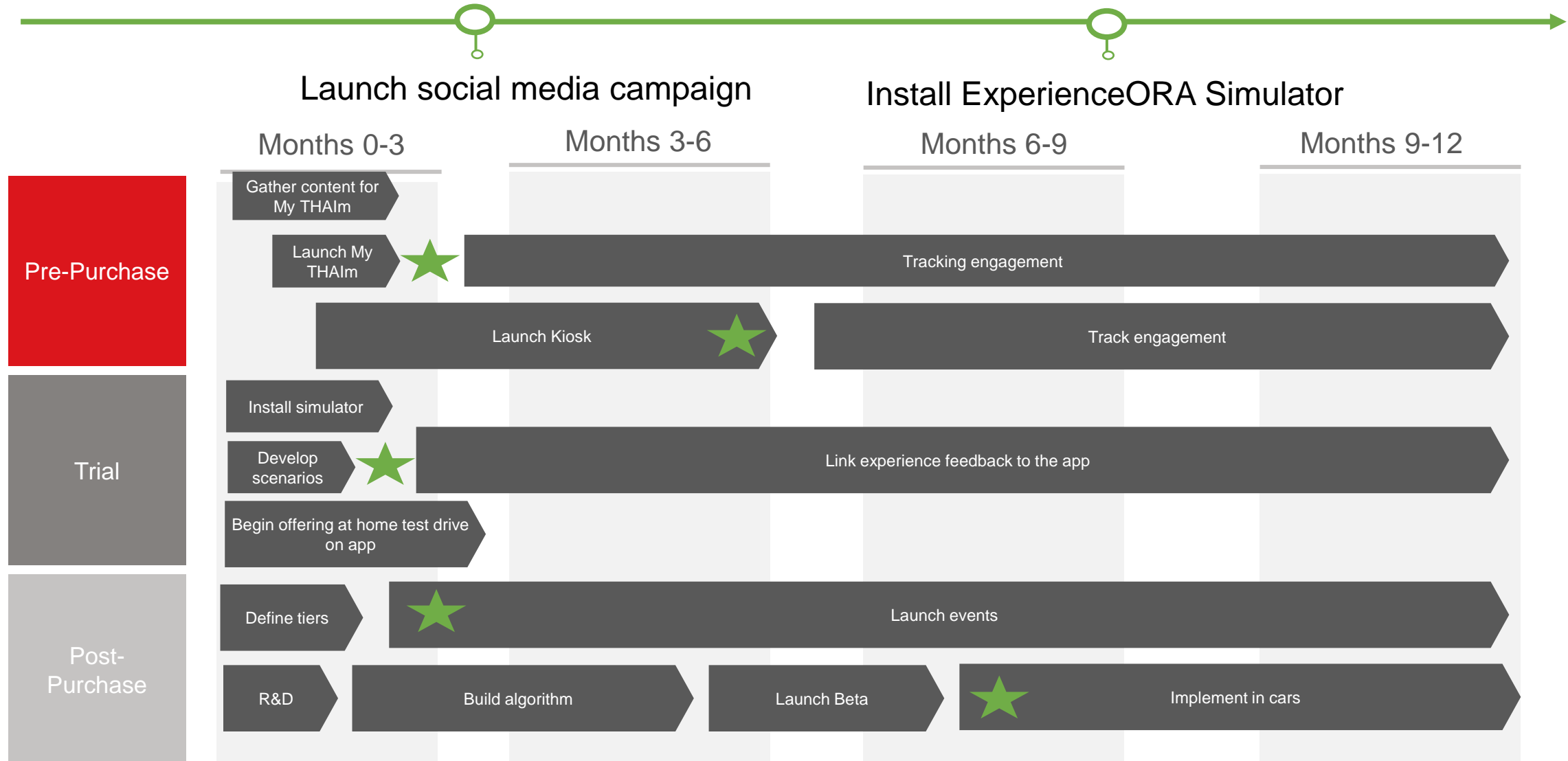
POST-PURCHASE



FINANCIALS

# The strategies will be implemented in one year

## Tomorrow's Action Steps



ANALYSIS

PRE-PURCHASE

TRIAL

POST-PURCHASE

FINANCIALS

# Risks will be mitigated through the following actions

Risk Area	Rank	Risk	Mitigating Action
Competition	1	Another competitor enters the market	Increase marketing campaigns and promotions to further brand recognition and reach
Government Funding	2	Government reduces its subsidies	FDI Investments Parent company Environmental Grants
Marketing	3	Not enough participation on the marketing campaign	Provide more incentives for participating in the campaign
Internal communication	4	Inconsistent communication between partners and corporate	Have weekly check ins Organize networking events

# Executive Summary: *An overview of our strategic recommendations...*



## Key Questions

1. What are the strategic initiatives to build brand trust in Thailand?
2. Are the current metrics to measure brand trust the most appropriate KPIs? What other KPIs (if any) should GWM take into consideration



## Strategies & Tactics

### PRE-PURCHASE

#MyTHAIWithGWM  
Marketing Campaign

Social Media Marketing

Digital Mall Billboards

### TRIAL

ExperienceORA

At-Home test drives

### POST-PURCHASE

Loyalty Program

Post-purchase services



## Impact

**4+ million** media  
interactions with customers

**4.2** out of 5  
score for CSI

**Double** the amount of  
active app users

# APPENDIX



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4. [Trust: Long Term Brand](#)
5. [What Does This All Mean?](#)
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3. [Pre-Purchase Journey](#)
4. [#MyTHAIwithGWM](#)
5. [#MyTHAIwithGWM: Social Media](#)
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- [16. Simulator Features](#)
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# How to kickstart media campaign

**1**

Create an event via the app to start users posting with the #

**2**

Pay for social media advertisements to boost campaign

**3**

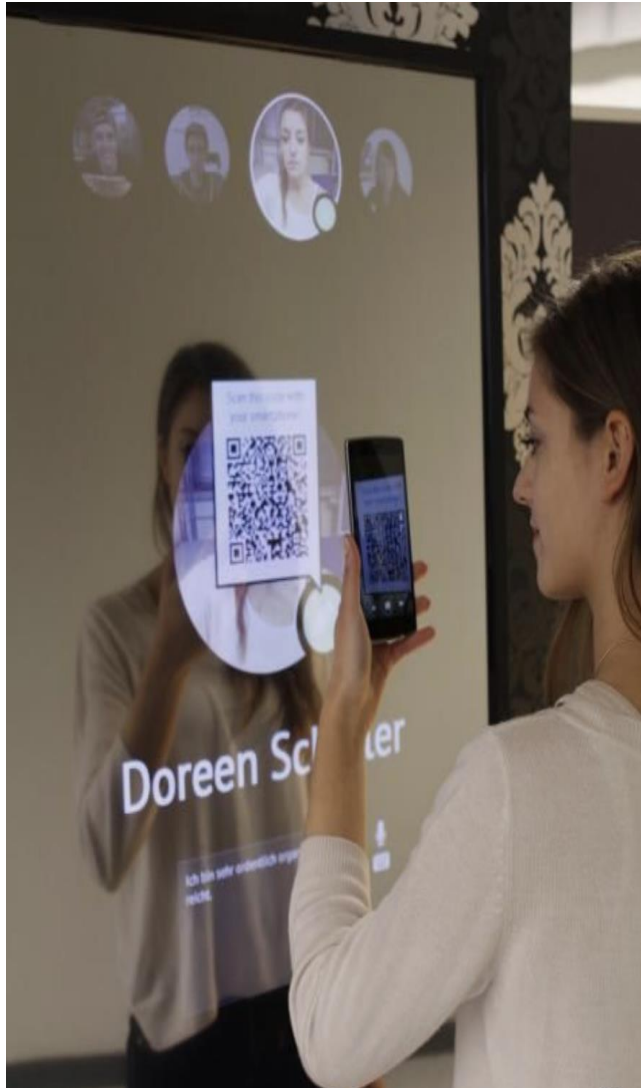
Reward users for consistently posting on the #

**4**

Ensure digital billboards are properly placed in malls

*Source: Bain*

# Digital billboard technology



1. 7ft – 10ft screen plays social media campaign pictures from far away

2. Motion Sensor detects when individual steps in front of billboard

3. Digital video begins to play and introduces **MyTHAIWithGWM** campaign

4. Background pops up and selfie is taken

5. Display shows picture of consumer and then returns to b-roll when they walk around

# Future marketing plan ideas for years in the future



#THAIExplore (excursion themed campaign)



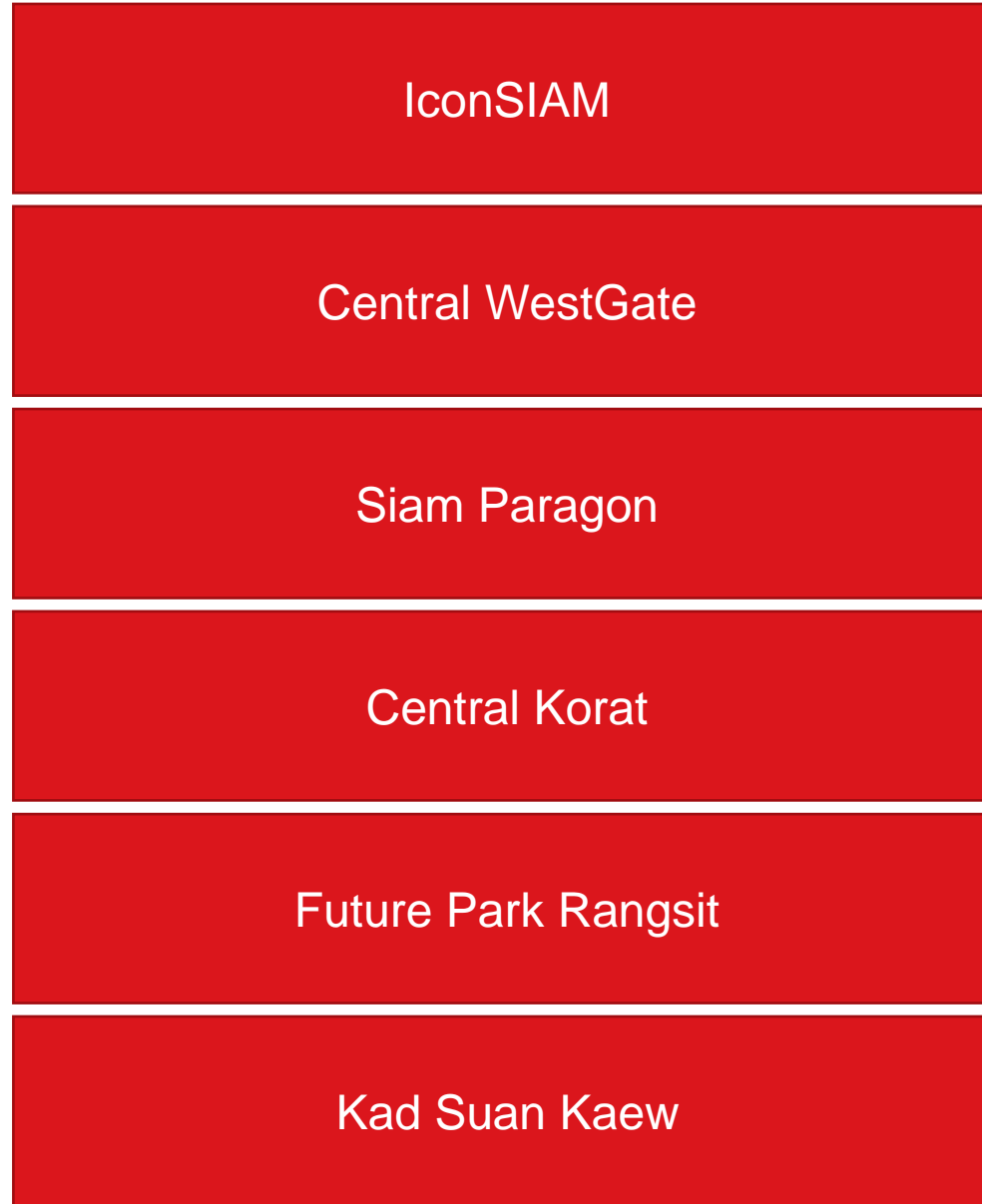
#THAIForFamily (travel with family)



#THAIForMyself (Self-vacation)

What malls do digital billboards go in?

**BIGGEST  
MALLS IN  
THAILAND:**



# Best social media platforms for Thai consumers



Covers 92.8% of the population and has the highest amount of young technology-oriented people in its active user base



LinkedIn has the highest number of followers for specific interest groups tailored to technology and EVs. The credibility associated with it also aligns with are targeted customer.



Most popular social media in Thailand covering 93.3% of Thailand population

Source: Statista

# The power of social media



Thailand consumers rank #3 globally in time spend online at 9 hours on average per day



Preference for multi-screen – using smartphones and watching TV at the same time



More than 70% of Thailand's population have at least one Facebook account, and their online activity is relatively high.

*Source: Google Analytics*

# Risks of influencer marketing

1

65% of gen z and millennials have switched brand loyalty because it didn't live up to the expectation created by the influencers

2

40% of potential buyers don't view influencers as trustworthy figures

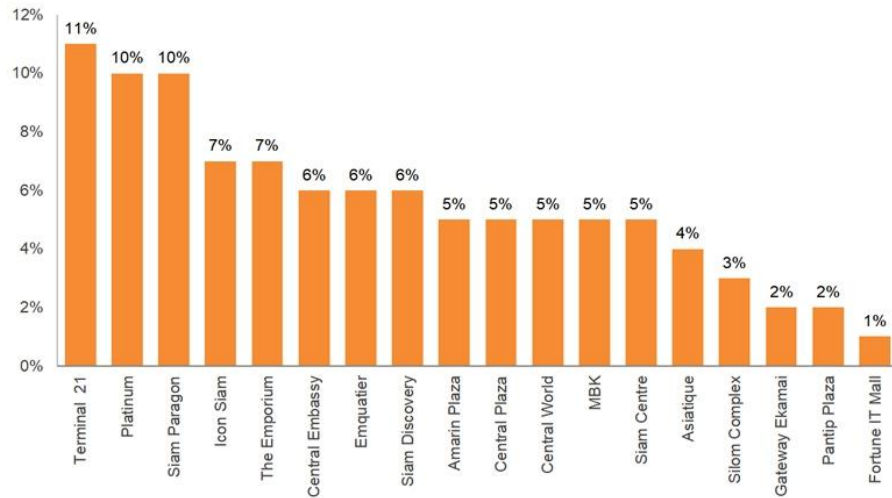
3

Less personalization, higher risks for scandals and risk management control

Source: XM in case

# Thailand shopping mall analysis

## Shopping Centres Regularly Visited in Bangkok



Note: Respondents may select all that apply.  
Source: HKTDC survey

Source: HKTDC Research



**70%** of Thailand consumers visit the mall at least one time each month



Top Malls: (measured on preference and frequency)

1. Terminal 21 – Watthana
2. Platinum Fashion Mall
3. Siam Paragon
4. Icon Siam



90% of consumers shared that they primarily learn about new brands and products from malls

**40%**

of buyers are interested in completing their next car buying customer journey digitally

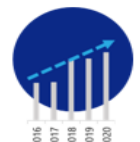
**Google**

is the channel Thai car buyers spent most of their time researching, but do not find the most useful



**10%**

increase amid the COVID-19 pandemic



Thailand's internet usage has risen to **11 hours 25 minutes**

in 2020



Customers trusted banks that were in the top quartile of delivering consistent customer journeys 30 percent more than banks in the bottom quartile.

One of the most illuminating results of our survey was that positive customer-experience emotions—encompassed in a feeling of trust—were the biggest drivers of satisfaction and loyalty in a majority of industries surveyed. We also found that consistency is particularly important to forge a relationship of trust with customers: for example, customers trusted banks that were in the top quartile of delivering consistent customer journeys 30 percent more than banks in the bottom quartile.

What is also striking is how valuable the consistency-driven emotional connection is for customer loyalty. For bank customers, “a brand I feel close to” and “a brand that I can trust” were the top drivers for bank differentiation on customer experience. In a world where research suggests that fewer than 30 percent of customers trust most major financial brands, ensuring consistency on customer journeys to build trust is important for long-term growth.

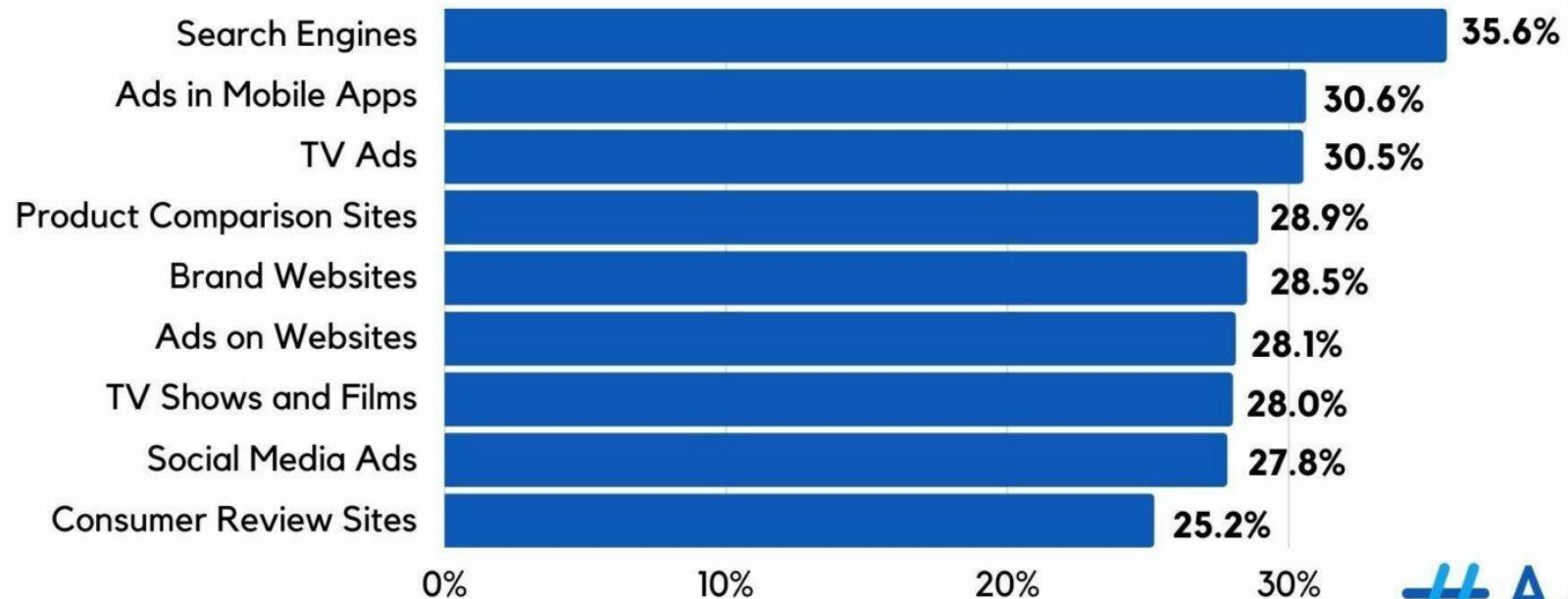
*Source: Mckinsey*

2022

## SOURCES OF BRAND DISCOVERY IN THAILAND



Percentage of internet users aged 16 to 64 who discover new brands, products, and services via each channel or medium



Source: AJ Marketing

## Why loyalty matters



**3 out of 4** members of top-performing loyalty programs changed their behavior to generate more value for businesses

**64%**

are more likely to purchase more frequently

**31%**

are more willing to pay a higher price to stay with a brand

**50%**

are more likely to recommend to others

**35%**

are more likely to choose brand over competitors

*Source: McKinsey*

# Example rewards for each tier

Bronze

Small discount  
on app

Silver

Merchandise  
(e.g., hats, shirts)

Gold

Car discounts

Platinum

Major networking  
events

Access to new  
technology

Diamond

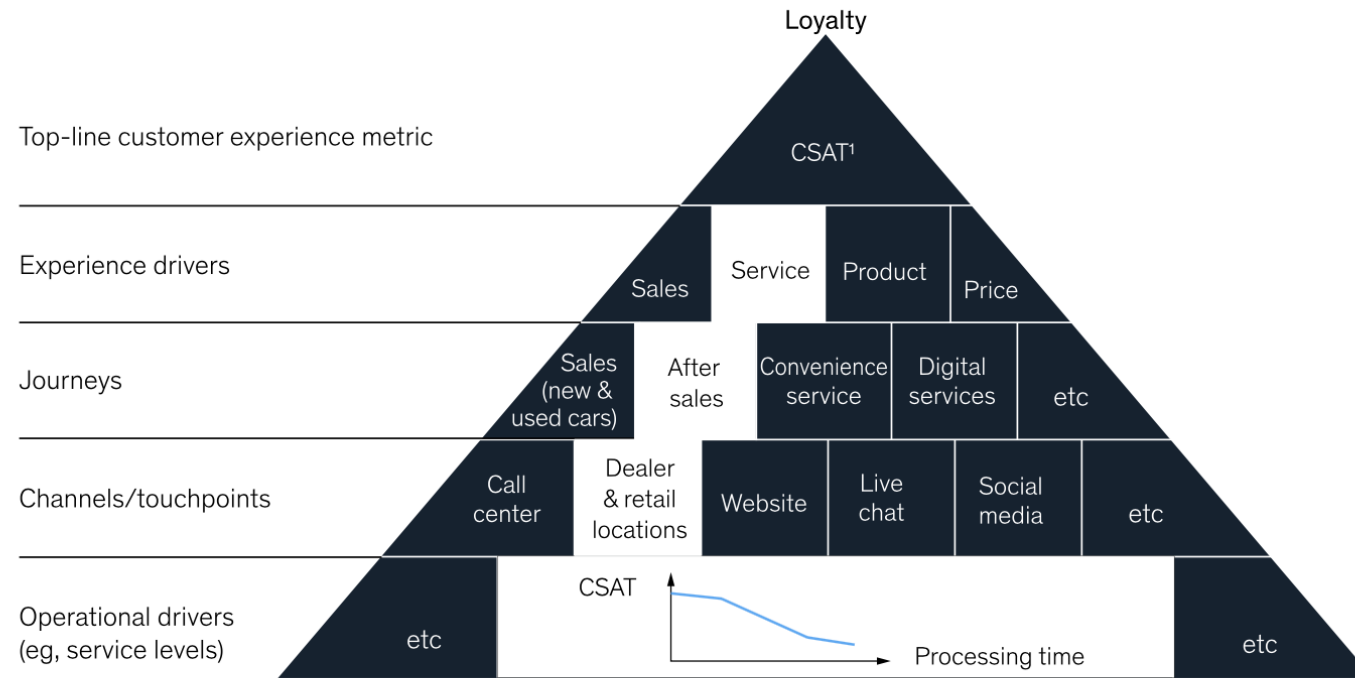
Exclusive  
networking  
events

Exclusive access  
to new vehicles

# CX measurement pyramid

Effective customer-experience management hinges on identifying the right operational drivers.

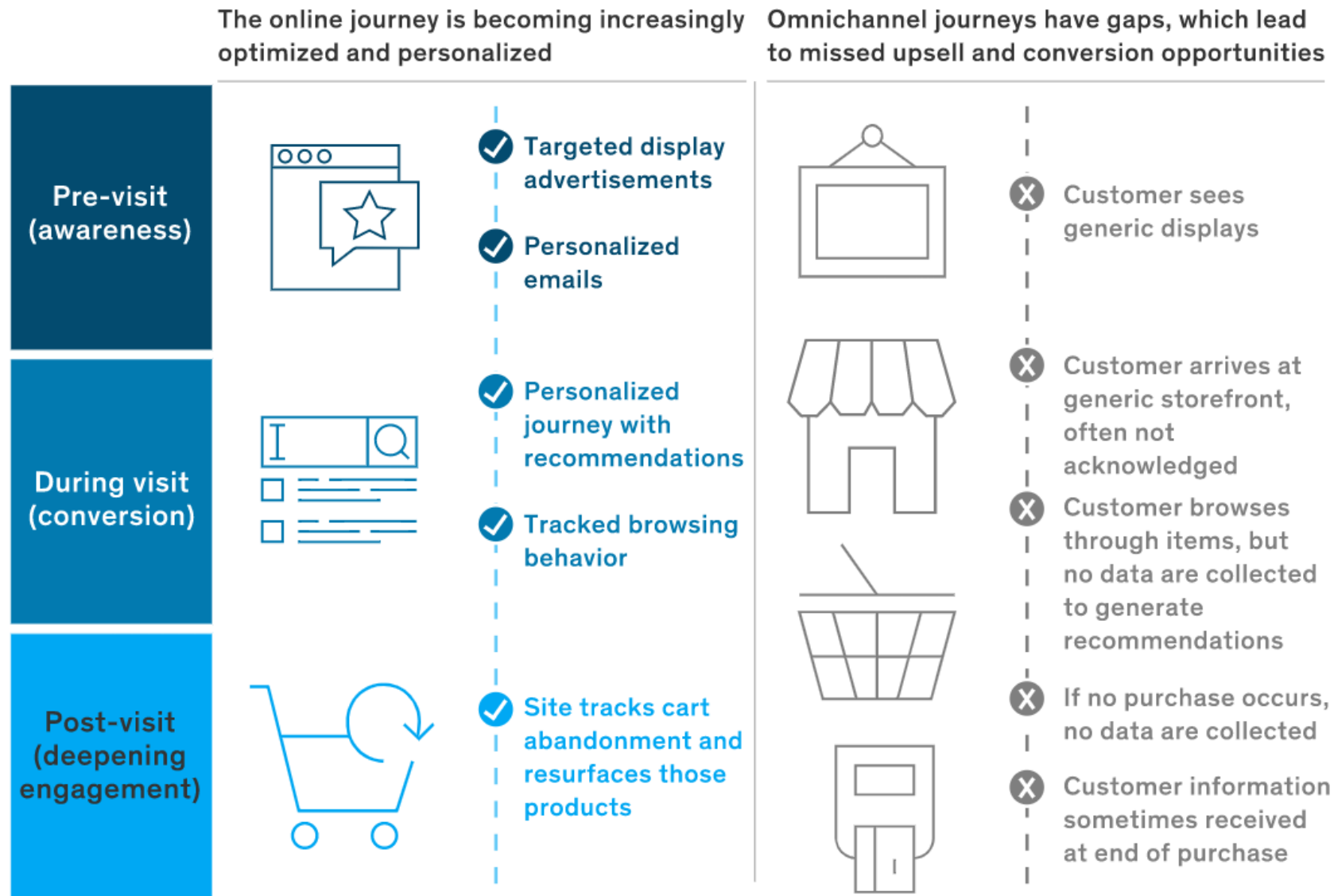
## The customer-experience measurement pyramid



<sup>1</sup>Customer satisfaction score

Source: McKinsey


# Pre-visit, Conversion, Post-visit



Source: McKinsey

# Multi-channel touchpoints in customer journey

Digital touchpoints can play different roles to personalize the in-person journey.



Journey		Mobile app	Digital displays	Interactive screens	Tech-enabled associates <sup>1</sup>	Point of sale
Pre-visit (awareness)	Drive traffic	<ul style="list-style-type: none"> <li>Personalized location-based notifications</li> </ul>	<ul style="list-style-type: none"> <li>Personalized context-specific ads</li> </ul>			
During visit (conversion)	Increase conversion	<ul style="list-style-type: none"> <li>In-store guidance and augmented reality experiences</li> </ul>	<ul style="list-style-type: none"> <li>Smart shelves and dynamic displays</li> </ul>	<ul style="list-style-type: none"> <li>Browse, compare, and receive recommendations</li> <li>Virtual try-on/augmented reality</li> </ul>	<ul style="list-style-type: none"> <li>Guided browsing and product recommendations</li> </ul>	
	Increase basket size	<ul style="list-style-type: none"> <li>In-store recommendations</li> <li>Complementary products at checkout</li> </ul>	<ul style="list-style-type: none"> <li>Smart shelves and dynamic displays</li> </ul>	<ul style="list-style-type: none"> <li>Add-on options based on behavior and purchases; suggest bundles of items</li> </ul>	<ul style="list-style-type: none"> <li>Suggestions for complementary products based on purchase history</li> </ul>	<ul style="list-style-type: none"> <li>Restock of past purchases</li> <li>Add-on options based on past purchases</li> </ul>
Post-visit (deepening engagement)	Increase retention/ repeat purchase	<ul style="list-style-type: none"> <li>Reminders on app of in-store events and relevant notifications</li> </ul>				<ul style="list-style-type: none"> <li>Send follow-up content about purchase and personalize future orders</li> </ul>

Source: McKinsey

<sup>1</sup>May also include call-center associates.

# Building blocks of CX

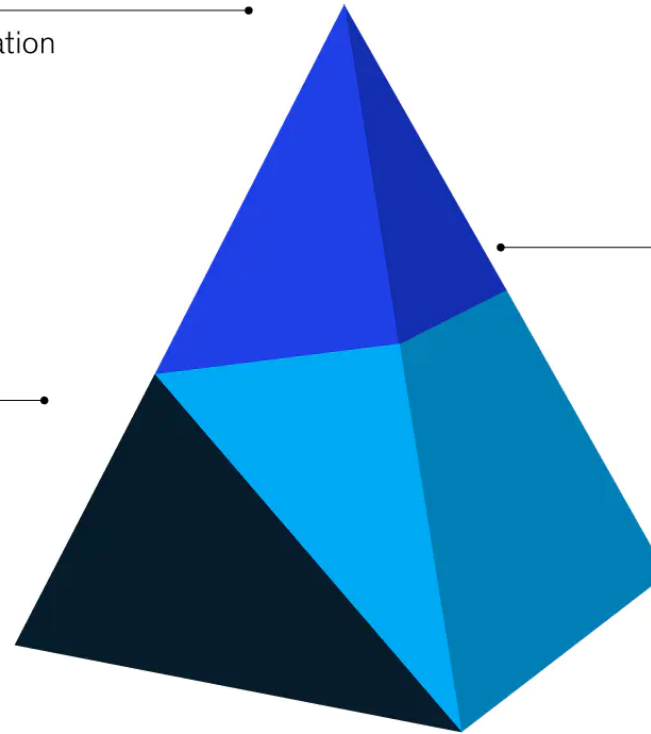
## The three building blocks of customer-experience transformations.

### Build aspiration and purpose

- Develop customer-centric vision and aspiration
- Establish link to value
- Translate into roadmap

### Enable the transformation

- Transform mind-sets and build capabilities
- Step up technology, data, and analytics
- Establish cross-functional governance and agile operating model
- Deploy measurement and performance-management system



### Transform the business






- Discover customer needs
- Design solutions
- Deliver impact
  - Journeys
  - Products
  - Services
  - Business models

McKinsey  
& Company

Source: Mckinsey



# Deep dive into KPI analysis

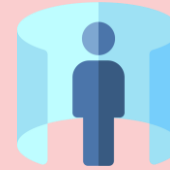
Social Media Followers		Trust may vary between each consumer based on experience No correlation between trust and organic/inorganic followers
Omnichannel Participation (O2O)		Continuous engagement with brands you like and therefore trust Data-driven Seamless
PR News Sentiment		Credibility of news sources Mass media – reaches millions of consumers daily
Social Media Feedback		No clear distinction between engagement and trust Review sites more frequently trusted and visited
Likes per Post		Studies show that incremental amounts of likes per post can decrease customers perception of value

# Alternative options for viewing in ExperienceORA



## Key Features

1



360° immersive viewing

2



Showcase unique product features

3

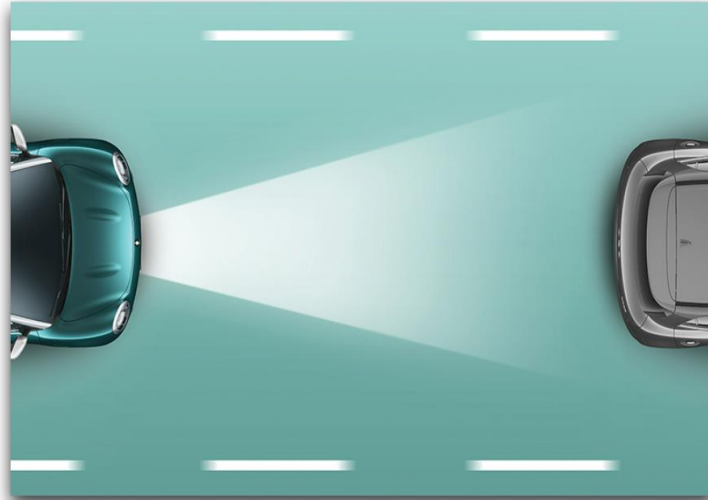


Multiple-scenarios to choose from

# Potential features to showcase in ExperienceORA

## Variable cruise control with intelligent cornering assistance

Adjust the speed automatically when there is a car in front, and control the speed of the car to be constant with unique functions with intelligent cornering assistance system. Reduces speed while cornering. To prevent accidents to make driving safer to another level.



Smart driving assistance technology



intelligent safety technology

intelligent parking technology

## Emergency braking system on straight and crossroads

Keep both you and your companions on the road safe with sensors that detect pedestrian crossings as well as the vehicle in front, and the latter with audible alarms and automatic braking for worry-free driving on all roads.

Smart driving assistance technology

intelligent safety technology

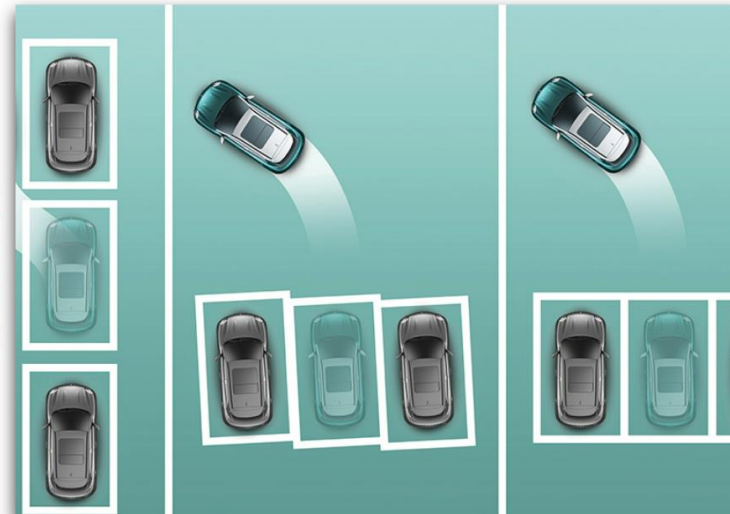


intelligent parking technology



## 3 types of intelligent parking assistance systems

Experience the convenience of parking as you don't have to control the steering wheel by yourself. The system detects objects and markings in the parking area and calculates the area and helps control the car to park automatically, covering up to 3 parking patterns.



Smart driving assistance technology

intelligent safety technology

intelligent parking technology



# Top Competitors

## Hyundai

Imported from  
Korea

1.8M THB  
sale price

28 KWM  
battery size

## BYD

Produced in  
Thailand

1.4M THB  
sale price

80 KWM  
battery size

## Nissan

Imported from  
Japan

1.49M THB  
sale price

40 KWM  
battery size

# What AI can do for GWM in the future



## CASE STUDY: TESLA

1

Predictive Maintenance on car  
(e.g., know exactly when car will malfunction)

2

Crash prediction



1

Implemented proactive replacement on its vehicles

Determines when component needs replacing

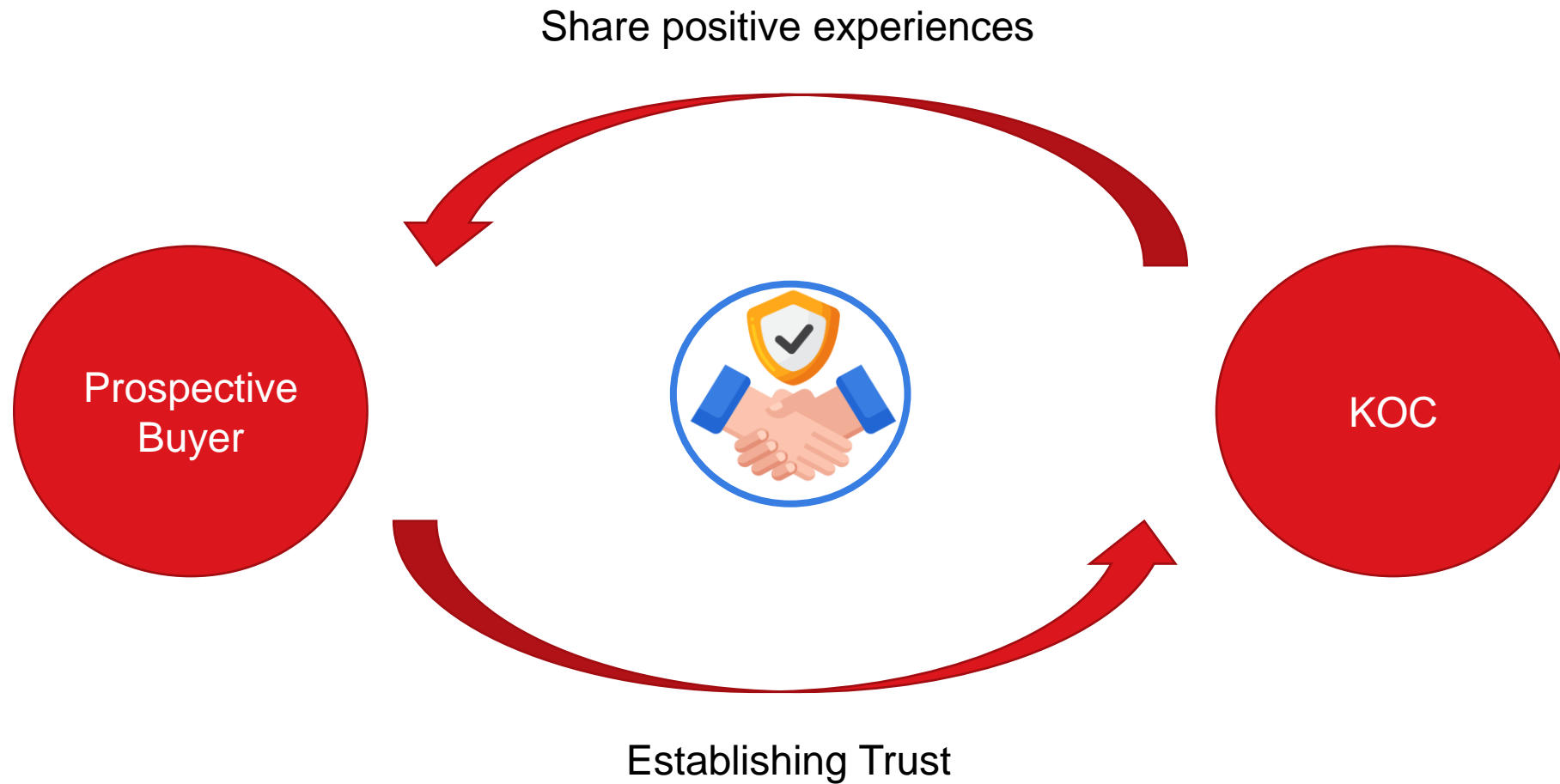
Notify owner that is has pre-ordered part from service center

2

Predicts around you when an accident is about to happen

Source: Tesla

# How KOC's are developed



# Maintenance schedule explanation

Warranty dictates mandatory maintenance

## AI-Enhanced Service Features



1 Tracks status using data and recent maintenance operations

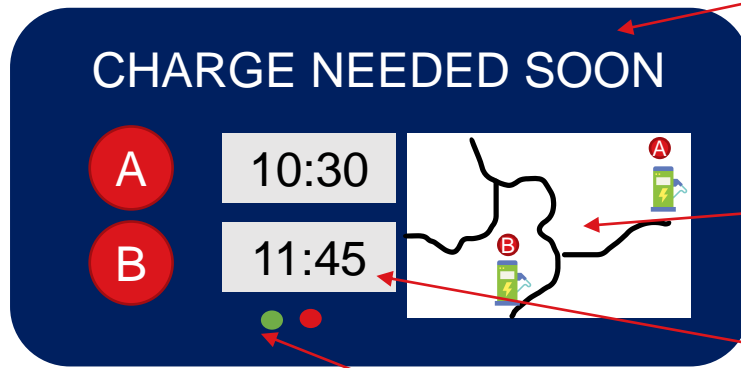
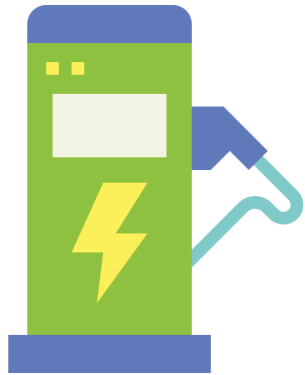
2 Whenever the car recognizes the upcoming need for maintenance, it locates the most convenient service centers for you automatically

3 After locating service centers, it determines the best date & time using your digital calendar

4 Manual Confirmation for maintenance appointment

# EV charging station explanation

## Automatic Charging Booking



AI Learns driving patterns and recognize the need for a recharge early on

Locates convenient charging stations and maps you to them

Gives you the option to reserve a charge at a designated time for ease at the pump

AI will recognize low battery and schedule a fill-up at a station

Manual confirmation for charging session



# Partnership utilization

## Tactic

ExperienceORA

Kiosks

AI Scheduling



## Relevance to Partners

Smaller-scale experiences in store

Place Kiosks near showroom EV

Generates more business for service centers

# Finance - cost breakdown pre – purchase strategy

SM online (Baht)	0 to 3 months	3 to 6 months	6 to 9 months	9 to 12 months	Total Cost
Graphic Designer, 30 hour hires, 500 baht per hour	15,000.00	-	-	-	
Social media ads FB/Insta, 18,000 THB per month, 300,000 reaches per month	45,000.00	45,000.00	45,000.00	45,000.00	
Social media ads Line, 30,000 per month, 2 ads, 60,000 direct messages	90,000.00	90,000.00	90,000.00	90,000.00	
Capital improvements	50,000.00	50,000.00	50,000.00	50,000.00	
<b>Total Social Media</b>	<b>200,000.00</b>	<b>185,000.00</b>	<b>185,000.00</b>	<b>185,000.00</b>	<b>755,000.000</b>
Digital Board offline (Baht)	0 to 3 months	3 to 6 months	6 to 9 months	9 to 12 months	
Graphic Designer, 100 hour hires, 500 baht per hour	50,000.00	-	-	-	
Digital boards, 15,000 per month	810,000.00	810,000.00	810,000.00	810,000.00	
Miscellaneous	30,000.00	30,000.00	30,000.00	30,000.00	
<b>Total Digital Board</b>	<b>890,000.00</b>	<b>840,000.00</b>	<b>840,000.00</b>	<b>840,000.00</b>	<b>3,410,000.000</b>

Total Cost

4,165,000 THB

## Cost assumptions Digital Board

# of malls	6
Amount per mall	3
Monthly rent of board	15000
quarter cost per board	45,000.00
Total cost of boards	810,000.00

# Finance - cost breakdown trial strategy

Experiential simulator (Baht)	0 to 3 months	3 to 6 months	6 to 9 months	9 to 12 months	Total Cost
Software Designer for car screen, 600 baht per hour, 30 hour extra	18,000.00	-	-	-	
Graphic Designer, 100 hour hires, 500 baht per hour	50,000.00				
LED projecting walls, 100,000 usd	3,780,000.00	-	-	-	
Speakers, 5000 USD	189,000.00	-	-	-	
Set up cost, 20 hours, 300 naht per hour	6,000.00	-	-	-	
Maitenance	50,000.00	50,000.00	50,000.00	50,000.00	
Improvements	100,000.00	100,000.00	100,000.00	100,000.00	
<b>Total Experiential Simulator</b>	<b>4,193,000.00</b>	<b>150,000.00</b>	<b>150,000.00</b>	<b>150,000.00</b>	<b>4,643,000.000</b>
At home test drives (Baht)	0 to 3 months	3 to 6 months	6 to 9 months	9 to 12 months	
Drivers hours, 3 hours extra per day, launch in 60 partnered stores, 200 baht per h	2,160,000.00	2,160,000.00	2,160,000.00	2,160,000.00	
Cost of battery used, 10km, 20 trips per day	120,000.00	120,000.00	120,000.00	120,000.00	
Others					
<b>Total at home test drives</b>	<b>2,280,000.00</b>	<b>2,280,000.00</b>	<b>2,280,000.00</b>	<b>2,280,000.00</b>	<b>9,120,000.000</b>

Total Cost

13,763,000 THB

# Finance - cost breakdown post – purchase strategy

App Tier system (Baht)	0 to 3 months	3 to 6 months	6 to 9 months	9 to 12 months	
generic promotional cost	-	-	-	-	
Others	-	-	-	-	
<b>Total tier systems</b>					
AI devlopment (Baht)	0 to 3 months	3 to 6 months	6 to 9 months	9 to 12 months	Total Cost
R&D cost, 30,000 usd per project	2,268,000.00	-	-	-	
development cost, 2 projects, 100,000 USD each		7,560,000.00			
Miscellaneous	100,000.00	100,000.00	100,000.00	100,000.00	
<b>Total AI development</b>	<b>2,368,000</b>	<b>7,660,000</b>	<b>100,000</b>	<b>100,000</b>	<b>10,228,000</b>

Total Cost

10,228,000 THB

Key assumption

	SMALL	MEDIUM	LARGE	ENTERPRISE
Software Modification	\$3k-\$10k	\$20k-\$50k	\$80k-\$150k	\$100,000+
Web Development	\$10k-\$30k	\$20k-\$60k	\$60k-\$150k	\$80,000+
Software Integration	\$15k-\$40k	\$50k-\$80k	\$70k-\$100k	\$80,000+
New Software	\$25k-\$60k	\$50k-\$100k	\$100k-\$250k	\$125,000+

*average-cost-of-software-development*

# Finance – total cost breakdown

SM online (Baht)	0 to 3 months	3 to 6 months	6 to 9 months	9 to 12 months	Total Cost
Graphic Designer, 30 hour hires, 500 baht per hour	15,000.00	-	-	-	
Social media ads FB/Insta, 18,000 THB per month, 300,000 reaches per month	45,000.00	45,000.00	45,000.00	45,000.00	
Social media ads Line, 30,000 per month, 2 ads, 60,000 direct messages	90,000.00	90,000.00	90,000.00	90,000.00	
Capital improvements	50,000.00	50,000.00	50,000.00	50,000.00	
<b>Total Social Media</b>	<b>200,000.00</b>	<b>185,000.00</b>	<b>185,000.00</b>	<b>185,000.00</b>	<b>755,000.000</b>
Digital Board offline (Baht)	0 to 3 months	3 to 6 months	6 to 9 months	9 to 12 months	Total Cost
Graphic Designer, 100 hour hires, 500 baht per hour	50,000.00	-	-	-	
Digital boards, 15,000 per month	810,000.00	810,000.00	810,000.00	810,000.00	
Miscellaneous	30,000.00	30,000.00	30,000.00	30,000.00	
<b>Total Digital Board</b>	<b>890,000.00</b>	<b>840,000.00</b>	<b>840,000.00</b>	<b>840,000.00</b>	<b>3,410,000.000</b>
Experiential simulator (Baht)	0 to 3 months	3 to 6 months	6 to 9 months	9 to 12 months	Total Cost
Software Designer for car screen, 600 baht per hour, 30 hour extra	18,000.00	-	-	-	
Graphic Designer, 100 hour hires, 500 baht per hour	50,000.00	-	-	-	
LED projecting walls, 100,000 usd	3,780,000.00	-	-	-	
Speakers, 5000 USD	189,000.00	-	-	-	
Set up cost, 20 hours, 300 naht per hour	6,000.00	-	-	-	
Maintenance	50,000.00	50,000.00	50,000.00	50,000.00	
Improvements	100,000.00	100,000.00	100,000.00	100,000.00	
<b>Total Experiential Simulator</b>	<b>4,193,000.00</b>	<b>150,000.00</b>	<b>150,000.00</b>	<b>150,000.00</b>	<b>4,643,000.000</b>
At home test drives (Baht)	0 to 3 months	3 to 6 months	6 to 9 months	9 to 12 months	Total Cost
Drivers hours, 3 hours extra per day, launch in 60 partnered stores, 200 baht per h	2,160,000.00	2,160,000.00	2,160,000.00	2,160,000.00	
Cost of battery used, 10km, 20 trips per day	120,000.00	120,000.00	120,000.00	120,000.00	
Others					
<b>Total at home test drives</b>	<b>2,280,000.00</b>	<b>2,280,000.00</b>	<b>2,280,000.00</b>	<b>2,280,000.00</b>	<b>9,120,000.000</b>
App Tier system (Baht)	0 to 3 months	3 to 6 months	6 to 9 months	9 to 12 months	Total Cost
generic promotional cost	-	-	-	-	
Others	-	-	-	-	
<b>Total tier systems</b>					
AI development (Baht)	0 to 3 months	3 to 6 months	6 to 9 months	9 to 12 months	Total Cost
R&D cost, 30,000 usd per project	2,268,000.00	-	-	-	
development cost, 2 projects, 100,000 USD each		7,560,000.00			
Miscellaneous	100,000.00	100,000.00	100,000.00	100,000.00	
<b>Total AI development</b>	<b>2,368,000</b>	<b>7,660,000</b>	<b>100,000</b>	<b>100,000</b>	<b>10,228,000</b>
<b>Total Cost</b>	<b>9,931,000</b>	<b>7,995,000</b>	<b>435,000</b>	<b>435,000</b>	<b>28,156,000.000</b>

# Finance revenue breakdown

Tota Rev	0 to 3 months	3 to 6 months	6 to 9 months	9 to 12 months	Total Units
Trial	1,836	2,111	2,428	2,792	
Post Purchase gains	92	106	121	140	
Total Rev	1,928	2,217	2,550	2,932	9,626

## Key KPIs

### Media Impression Clicks

<b>Amount of people reached</b>	
Social Media	480,000.00
In person kiosks	21,600,000.00
<b>Amount of clicks on social media</b>	24,000.00
conversion rate	5%
<b>Amount of clicks in kiosks</b>	1,080,000.00
conversion rate	5%

People reached for SM backed by avg cost per click, guaranteed by package

30 baht per click

#### People reached in kiosks

avg Mall traffic	3,000,000.00
Tourist (60%)	1,800,000.00
potential interactions	1,200,000.00
conversion rate	0.05
Customer interactions	60,000.00
Total in 3 months	60,000.00

Amount of digital billboards	18.00
Amount of reaches	1,080,000.00

### CSI

Average CSI that is considered well is 4

Bloomberg

### App Users

Existing active app users	15,000.00
Existing non active app users	85,000.00
Conversion rate	10%
New users	1,836.00
conversion rate	50%
New active users	918.00
Total active users	24,418.00

### High conversion

44% of Thai users buy car after the test drive

Heraoleads

# Finance revenue breakdown cont.

Revenue Assumptions	
Pre Purchase	3 month period
<b>Amount of people reached</b>	
Social Media	480,000.00
In person kiosks	21,600,000.00
<b>Amount of clicks on social media</b>	24,000.00
conversion rate	5%
<b>Amount of clicks in kiosks</b>	1,080,000.00
conversion rate	5%
<b>Total customers retained for social media</b>	1,440.00
conversion rate	6%
<b>Total customers retained for kiosks</b>	10,800.00
conversion rate	1%
<b>Total Customers retained for trial stage</b>	12,240.00
Trial	Initial
<b>In store simulators</b>	
Amount of sign ups	12,240.00
conversion to test drives	6,120.00
Test drives	6,120.00
conversion rate for purchase	30%
<b>Total final customer retained</b>	1,836.00
Post Purchase	
Existing active app users	15,000.00
Existing non active app users	85,000.00
Conversion rate	10%
New users	1,836.00
conversion rate	50%
New active users	918.00
Total active users	24,418.00
50% more likely to buy when recommended by friends	15%

People reached for SM backed by avg cost per click

People reached in kiosks

avg Mall traffic	3,000,000.00
Tourist (60%)	1,800,000.00
potential interactions	1,200,000.00
conversion rate	0.05
Customer interactions	60,000.00
Total in 3 months	60,000.00

Amount of digital billboards

18.00

Amount of reaches

1,080,000.00