

GTS helps car manufacturers forge lifetime partnerships with their customers

Disruption is rife across the car industry as tech firms and start-ups leverage digital technologies to build closer relationships with customers.

Automotive OEMs can reassert their place in the car ecosystem and future proof their role with CaaS (Car-as-a-Service) propositions enabled by GTS.

Our CaaS Platform facilitates rental, sharing and subscription services that build lifetime partnerships with customers. CaaS business models can supplement and even replace traditional car sale services, but it's a big change that calls for digital transformation.

Enabling OEM Business Transformation Features and benefits of the GTS CaaS Platform



Maximise Assets

Our platform allows OEMs to test and grow services with minimal risk and explore new opportunities with existing assets. You don't need a large fleet to test out a service and it can be rolled out with the staff you already have in place.

Light-Touch Management

With a highly automated, self-service platform, GTS expands service capabilities without adding to operational overheads. Lean and efficient, it enables OEMs to grow new revenue streams without adding to the number of people employed or geographical locations.

Personalised Services

Provide the right service at the right time, matching propositions to the expectations and budget of each customer. Sometimes it may be rental, other times a subscription service – the endgame is to ensure an ongoing customer relationship delivering lifetime value.

Simple And Reliable

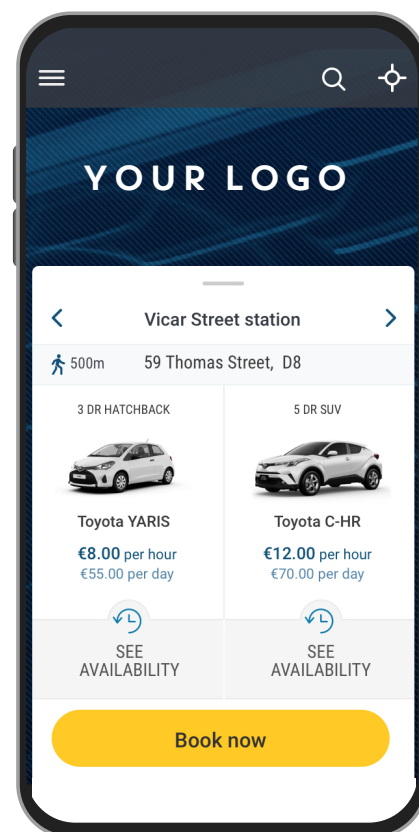
From in-app keys for unlocking vehicles to stored license and insurance documents, the service is built to be user friendly. Tried-and-tested over many years, it's a robust and reliable service that's monitored 24/7 by GTS.

Adapt and Change

If something's not working, change it. Our platform gives instantly visibility into the effectiveness of different CaaS models being deployed. It provides a cost-effective way to identify and pursue the services that are the most profitable.

Seamless Integration

GTS technology supports seamless integration with an OEM's back office. Existing inventory software and CRM solutions can be used with our platform, allowing CaaS models to be embedded in the business, not run as a siloed division.



Our platform is the enabler, allowing OEMs to explore new market opportunities with minimal risk and maximum reward.



Low-Cost Of Entry

With minimal investment, find out what services work, what's practical and what's profitable. Manage internal stakeholder expectations by piloting different schemes in different locations, all using the same app and cloud service which can be adapted to different community use cases.



Lifetime Value

Map customer journeys and meet their needs by delivering the right service at the right time. Start with a rental, for example, move onto a subscription and turn it into a sale, all the time building a better understanding of the customer, giving them a great experience and achieving lifetime value.



Continual Improvement

From the first car the customer drives, start collecting and collating data to gain a granular understanding of their needs. Insights ensure the CaaS platform continually evolves with the market, highlighting emerging trends and identifying opportunities for new revenue streams.

Why OEMs Partner GTS

Hard-Earned Experience

GTS has been a pioneer in CaaS for more than a decade, on a mission to transform car manufacturers into mobility providers. We are constantly exploring innovative ways to unlock new business models for the industry.

Inside Knowledge

Having worked closely with some of the biggest car manufacturers on the planet, we understand the pressure points that OEMs face, the importance of stakeholder engagement, and the value in finding ways to innovate without exposing the business to risk.

Learn From Experts

Working at the coalface of CaaS solutions, GTS knows what works and what doesn't. We can advise on operational structures and the most effective way to roll out different CaaS models, regionally and globally.

Change Brand Perception

Constant engagement with customers and analysis of every touchpoint informs marketing strategies and ways to keep the car brand in people's minds. It's about showing the world that a car manufacturer has successfully transitioned into a mobility company.

Training Support

OEMs must go through a huge culture change to adapt to the new market forces in the car industry. GTS can help, training people to be comfortable with a digital platform that can set up new business models in minutes.

Data-Driven Services

We aggregate data from different customer touch points across all our use cases to better understand the behaviour of customers. Collated insights are used to inform OEM strategies for growing CaaS propositions.

Our Technology Partners

convadis
CITY OF ACCESS

INVERS

GEOTAB

OTAkeys

AXA BIKE/SECURITY

SAP

salesforce

stripe

Power BI

mercado pago

GTS By The Numbers

25+

COUNTRIES

1000+

LOCATIONS

12+

YEARS EXPERIENCE



GTS have been developing shared mobility software solutions with several OEMs for almost 15 years and we are constantly exploring innovative ways to unlock new "Car as a Service" business models and new revenue streams for OEMs.

READ MORE AT www.goodtravelsoftware.com