



GLOBAL AUTOMOTIVE MANUFACTURER



PROJECT SCOPE

- // Enable digital delivery of glove box content ensuring information is easy to find
- // Provide personalized glove box content based on car specification via VIN
- // Standardize process of creating and translating glove box content

SOLUTION HIGHLIGHTS

- // Document suite for digital and printed materials meeting regulatory requirements
- // Implementation of cCMS and transformation of the content creation process
- // End-to-End management of design, content creation, translation, print and delivery
- // Developed mobile app, incorporating image recognition, to facilitate content searches and improve content accessibility

BUSINESS VALUE DELIVERED

- // Enhanced brand differentiation
- // Content personalized to VIN number
- // Cost optimization through digital delivery
- // Improved customer experience