



HITTING FULL SPEED IN THE **DIGITAL** **FAST LANE**

Digital operating instructions, printed manuals and much more - all centralized from a single source.

Getting acquainted with vehicle functions, understanding operation, gaining insights: Today, customers expect interactive access to a wide range of information about their individual vehicle, in addition to the usual printed onboard manual in the glove compartment - and not only directly on the vehicle's display, but also outside of the vehicle via mobile app and as online operating instructions.

Driving has never been so personal

Automobile manufacturers naturally deliver their vehicles with comprehensive operating instructions. But it's the „how“ that really makes the difference

and sets them from the competition. Especially companies with global operations need to convince young target groups with new concepts. The best approach is to accompany customers into the digital world from their very first drive. Because modern cars are increasingly complex to operate and printed instructions often go unread.

The path to the digital world

An editorial system based on Empolis' Content Express® is utilized to create onboard literature in print and electronic form for all model series and in all languages.

The intelligent content management system

The editorial system is used for the conventional printed manuals, as well as for the vehicle integrated operating manual as a central dynamic data source.

Through the optimal reuse of texts and media for different output purposes, as well as an efficient translation management, customized, integrated operating manuals can be easily generated. These quickly and simply show helpful information in the onboard display, which is always current.

The optimal customer experience

Step-by-step, the driver receives the right answer to his question - without having to leaf through a manual to find the right section to solve a problem. If, for example, the tire pressure control system reports low tire pressure, not only the warning lamp goes off, but additionally, the entertainment system display shows the appropriate recommendations for action precisely and at the right moment.

By means of "over-the-air" updates, drivers always receive the latest digital operating instructions - in line with the vehicle software, which is also updated remotely.

Thanks to embedding in the voice assistant, the driver can even ask for the digital owner's manual while driving and be guided accordingly by the voice assistant.

Editors thus stay cool when creating operating manuals in all languages, despite the increasing num-

bers of vehicle variants, as well continuously shorter editorial cycles.

Customers expect unique customer experiences

This makes the content management system pivotal for successful customer experience, combined with improvements in efficiency and quality in the editorial processes.

Your Personal Point of Contact

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**Customers expect
unique customer
experiences**

