# Plug and Play Brand Community Management

⚡ Declining brand loyalty in the automotive market

Brand loyalty to car manufacturers is declining in Germany and Europe, particularly among younger generations. Meanwhile, competitive pressure is increasing due to the growing number of new manufacturer brands from American and Asian countries (see illustration). Additionally, the rise in inflation and energy prices in recent years is negatively impacting demand in the German and European automotive markets.

Own presentation: Based on Kraftfahrbundesamt, monthly new registrations by brand, 2019–2023

Legend: ■ Established brands ▬ New brands ▬ % New brands
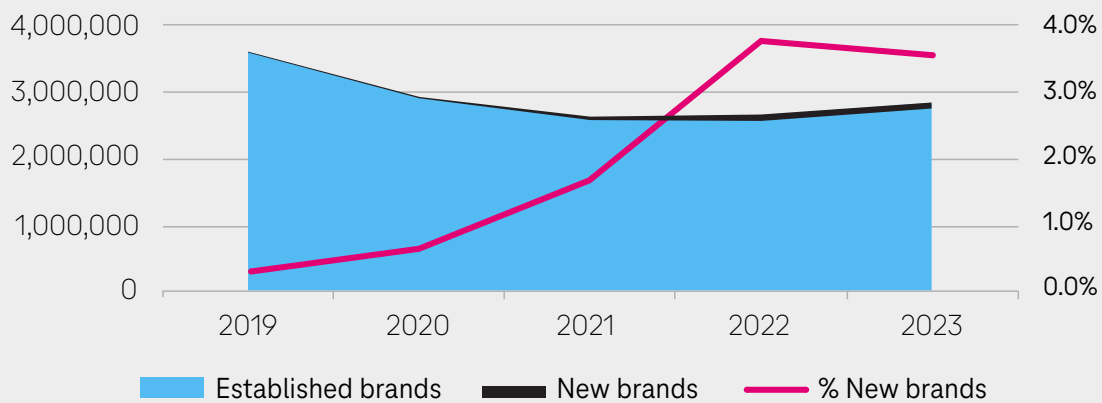
To retain existing customers and maintain market share, car manufacturers need to develop effective strategies to boost customer loyalty. Creating a dedicated "brand community" can significantly enhance customer loyalty. However, established public social networks are only partially suitable for this purpose due to:

- **Limited flexibility** in designing and managing a unique brand community
- **Restricted and less effective** communication **reach** with target audiences

Development of a brand-owned brand community

Creating virtual brand communities can help manufacturers influence the customer experience positively, as well as to:

- **Promote customer engagement:** Offer your customer base a virtual platform for direct exchange with each other, and to also send feedback and questions to your company

- **Provide product and user information:** Increase the positive perception of your own brand and products through the targeted sharing of relevant and entertaining content and information

- **Increase entertainment value:** Increase the relevance of the virtual community through access to exclusive events and campaigns
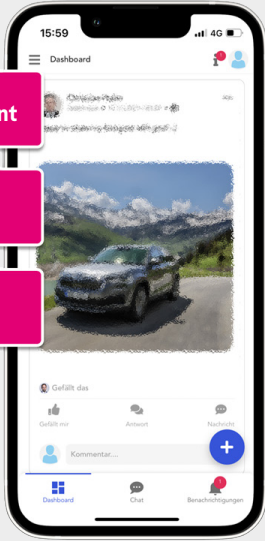
Creating a virtual brand community provides a unique opportunity to boost customer loyalty and gather valuable insights into the interests, preferences, and experiences of product users.

Plug and Play Brand Community Management

Our white label SaaS solution, in partnership with Loxonet, enables you to set up and manage your own 'brand community' in no time at all. The user interface is optimized for different media, e.g. laptop or smartphone. Additionally, the solution offers a modular system with more than 20 community functions, allowing for the adaptation of content across different formats. Moreover, there is a wide range of interaction options tailored to the needs of each individual brand and its products. Some of the most important functions are:

- **Newsfeed:** Community members stay updated and have access to all relevant news from the editorial team, groups, latest posts, likes, and comments
- **User profile:** Quick and easy creation of personal user profiles in accordance with GDPR offers the option of community searches for topic-specific groups
- **Groups and chat:** Theme-specific groups are searchable and organize group-wide discussions clearly through a forum structure; the chat function is reminiscent of WhatsApp and enables individual and group chats
- **Admin panel:** Provides the community administrator with a specific overview and access to various functions for community management, including access to general settings, an overview of reported posts, etc

100% GDPR compliant

Hosted in Germany

REST API Interface

{ REST:API }

Active Directory

SSO

20+ functions

- Dashboard with posts/newsfeed
- Comment and like
- Chat and group chat
- Employee directory and profiles
- Employee surveys, dates, events
- Individual quick links
- Employee, group, and legal administration
- Push notifications
- Available in the iOS AppStore and Google PlayStore
- And much more

Why Loxonet?

Loxonet is a Hamburg-based German software company that specializes in developing SaaS solutions for enterprise platforms, catering to both intranet and extranet use cases. The company pays particular attention to the following aspects when developing its SaaS solutions:

- GDPR compliance
- Guaranteed uptime of 99.89%
- Broad interface availability (SAML, SSO, REST API, etc.)
- Immediate availability of its SaaS solutions

Why T-Systems?

- T-Systems' servers exclusively host the community management solution
- Project management and support during the entire project, for instance, for implementation and roll-out of the solution in several countries
- Our IT experts develop and customize additional functions according to your requirements

··T··Systems· Let's power
higher performance