



Report: **Purchase Conversion Learning Team-Suite (PCLT-S)**

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Team: AOEC

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Aim:

Help convert any “interest to purchase a vehicle” to a strategic migration from existing ICE vehicles to emerging Hybrid Electric vehicles and thereon pure Electric vehicles

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Here MIR 2020.1 is a Management Index Regulation standard for sustainable development and growth

## **## 1. Inspiration**

The current economic downturn has affected most automobile companies.

We at AOEC find that "purchase conversion for Hybrid EV(s) and Pure EV(s)" is a NEXT-sustainable, where this is a solution finding for Climate change mitigation and a united endeavour against global warming.

We at AOEC have designed a procurable report called Purchase Conversion Learning Team-Suite to conceptualize how this can be done.

### **As a part of this report**

The Purchase Conversion Learning Team-Suite is a framework of BizFit Tools that use machine learning for different sectors of the industry to enable Biz Social Accountability, Biz Branding and a Biz Tier2 to mitigate risk, emerge & procreate.

The PCLT-S report showcases Purchase Conversion Learning for an Automotive Manufacturer, Dealer and Service Centre framework.

### **About AOEC**

AOEC stands for Akaash Open Enterprise Centre (a Gap analysis and problem solving consultancy) with a team comprising of myself (K.S.Venkatram) and Aakkash K V (Final year, BTECH Automotive Engineering, MSRUAS).

## **## 2. Problem solving (background)**

An Automotive Manufacturer, Dealer and related Service Centre framework needs to procreate & convert purchase interests into a Hybrid EV or Pure EV classification, so that the classification can be

used to send out socially accountable and/or brand enabling resolution.

The issue being that the Automotive Manufacturer or Dealer may focus on multiple segments of vehicles, so purchase conversion may not be simple.

This is where our Biz Tier2 concept helps protect branding, manage production volume, social accountability and achieve procreation in demand/supply enabling.

The departments & staff allocated for purchase enquiries or interactions need to have sufficient, timely and trend sensitive knowledge and also need to remain Biz Fit and Socially Accountable to sensitize intent, convert purchase enquiries, resolve queries, requests or issues.

Some of this is not simple marketing but more about converging in solution finding to protect our environment.

This could also be a possible global endeavour and “feeling accountable” vision to transcend the issues of air pollution where “run off the mill” ICE production lines & increasing vehicle numbers make climate change mitigation dependent on each and every one of us.

Social accountability for emergence or demand/supply procreation is today more a global-mitigator. Can the SA8000 standard be revisited?

AOEC finds that a new SA8000-EV can be a sustainable option for Brand marketing or International manufacturing, it can act as a Standard operating procedure to help customers convert their need for a new vehicle into one that is a Hybrid EV or Pure EV classification.

This needs proactive thinking where we can help customers dispose of their old vehicles and invest in a trends sensitive manner.

This thinking should also timeline & convert purchase interests while seeming down to earth but should also help reduce costs for such decisions.

The cost cutting drive is on, where the calling is for a reduction in the money spent on acquiring markets, ensuring sales & enabling of associated customer services.

We cannot ask companies & businesses to increase what we can call as time spent on each old vehicle for this procreative strategy.

Public domain financial reports highlight there is a decrease in market share, so a company needs to manage production volume and also respond effectively for all service or remedy requests but with new reduced time-spent-per-request-or-call “rules & regulations”.

The problem on hand is to reduce the time spent on each request or call for a new vehicle purchase, where customers could need focused customer service or remedial steps.

### **## 3. What the report does (Solution and Approach)**

The report called Purchase Conversion Learning Team-Suite (PCLT-S) reviews market interests and new vehicle purchases, to deem that, purchase conversion for Hybrid and/or Pure Electric Vehicles will need to be a procreative solution and not merely a business interest or personal choice.

### **##4 Complete Report with MIR 2020.1 standard**

Please place your order for the report by sending a request to the email [venkataoec@gmail.com](mailto:venkataoec@gmail.com) or by calling +919342867666.