

Case 4 – Tesla

Tesla

Context: From the very beginning, Tesla knew how to use technology in business to stand out. Tesla was not among the typical industry representatives. The positioning of the brand included transformational and innovative ideas. The bunch of benefits the company offers to the audience impresses. Tesla cars are highly innovative, eco-friendly, future-proof, and easy to maintain. How does Tesla manage to achieve such a great result? With effective technology, of course.

Challenge: Use top-notch technologies to redefine the way people see cars and their functions.

Solution: Tesla is the only car manufacturer in the world that introduces software updates over the air. To get safety, performance, or convenience updates, a client doesn't need to put effort. The manufacturer automatically improves the vehicle's characteristics and capacities. All you need to do is to download a software update using Wi-Fi and launch the installation.

What's more, a person doesn't have to visit a showroom to purchase a car. The company uses online channels to enable online car purchases across the globe. As in the case of the pizza ordered from Domino's, you can fill in the form and order a Tesla car. Such a simple approach to sales simplifies the way one has to go through to decide if they need a new vehicle.

Sure, the opportunity to visit a showroom and run a test drive is available. This automotive company also plans to integrate AR technology into the manufacturing process. AR is expected to ensure quick data access for manufacturers across the factory. The workers will easily get the images they need in front of their eyes to ensure an uninterrupted and smooth production chain process.

Tesla regularly introduces new interesting features to their infotainment software system. There are popular apps integrated into the system. These include streaming platforms and video portals like YouTube, Netflix, or Hulu. What's the most exciting is that you can turn the arcade mode on and use your steering wheel buttons for game navigation. Sure, this function is unavailable when driving. But as soon as you park the car, you can enjoy the multi-dimensional experiences that the smart vehicle gives you.

Value: For Tesla clients, the company has turned from a car manufacturer only to a brand with a consistent mission and significant impact on the market. Tesla Motors managed to set an uninterrupted connection with their audience. By offering unique opportunities for clients, they got rid of the need to have a mediator between them and their customers. Tesla directly influences the audience. This reduces the time needed to present a product to the market.

Besides, the company transformed people's view of the function of cars. In addition to primitive values like transportation ability, a car has become a place where you enjoy a high comfort level and entertainment opportunities.