Percepta™
by ttec

Shift your revenue engine into high gear

Drive growth with data-powered automotive sales

The fight for customers has never been fiercer. Facing longer sales cycles, lower conversion rates, and increased competition, sales teams must work harder than ever to grow revenue.

At the same time, the automotive industry keeps evolving as digital transformation, new mobility models, and consumer behaviors drive change.

Percepta by TTEC's revenue generation solutions for the auto industry leverage decades of experience – combining AI-driven insights, award-winning sales strategies, and global scale to drive revenue fast, and make it last.

2025 Gold Stevie® Award winner for Innovation in Sales

From insights to impact: Solutions that drive results

Take automotive sales to the next level with AI-powered insights, cutting-edge technology, and proven best practices.

Data-driven decision making

Every sales motion is backed by analytics, ensuring precision-targeted revenue strategies.

Seamless integration

Whether augmenting existing sales operations or deploying a full-service solution, we operate as an extension of your brand.

End-to-end revenue acceleration

From lead generation to customer conversion and retention, we optimize every stage of the sales funnel.

Revving up auto sales success, powered by results

$3.2M
in potential new sales revenue in 3 weeks

53%
faster sales coaching process

$30M
ROI each year through lead optimization

89%
more customers reached through lead optimization

Source: Percepta by TTEC clients

Proven revenue boosters that accelerate growth

We've got the right mix of technology, people, and sales expertise to keep your brand moving forward.

AI-powered sales intelligence: We find the right leads, at the right time, with predictive AI targeting and intent signals that convert.

Customer acquisition: Our insight-based, outcome-driven approach helps you find, acquire, and engage customers across all channels.

Service to Sales: Our award-winning solution harnesses the power of AI to uncover hidden revenue opportunities in service interactions.

AI-enabled training: Our real-time coaching and training helps teams speed up sales cycles.

Percepta by TTEC's automotive sales specialists and playbook can help you:

- Launch a new D2C resale channel
- Re-engage idle subscriptions
- Expand EV adoption
- Optimize fleet and telematics sales
- Turn in-vehicle support into a revenue opportunity

Success in action:

How we drove 350% revenue growth in one year

When a global automotive manufacturer noticed customers weren't subscribing to connected services once their trials ended, our sales teams went to work. An outbound team educated customers during trials and inbound concierge support helped them activate features during vehicle handover, resulting in:

- 10x dealer network expansion
- 350% year-over-year revenue growth
- 537% year-over-year increase in subscriptions sold

Shift your revenue growth into overdrive

Contact our sales experts today

About Percepta

From its inception, Percepta LLC has specialized in creating customer loyalty to its clients across the globe.
Delivered in multiple channels, speaking multiple languages, we bring first-class service across each market we support.