

CX that goes the extra mile

Smart tech. Proven know-how.
Seamless auto support.

Customer experience (CX) expectations in the automotive industry are evolving quickly as digital transformation, new mobility models, and consumer behaviors drive change. We're here to help.

Percepta by TTEC combines TTEC's scale and innovation with Percepta's deep customer experience expertise for automotive and mobility. The result? World-class operations that balance efficiency with superior CX.

Our global network of contact centers focus solely on automotive and mobility topics, **CX solutions for the entire automotive value chain.**



Customer Experience

- Multichannel support
- Proactive messaging
- EV tech and app pairing



Dealer and fleet enablement

- Fleet telematics setup
- Driver onboarding
- Maintenance scheduling



Back-office optimization

- Warranty adjudication
- Recall and case management
- Legal research support



Revenue growth

- Subscription acquisition
- Winbacks and referrals
- CX-driven sales assist

Drive ROI with a proven partner

90+-point NPS improvement

for largest OEM partners over 5 years

18% more value than cost delivered,

through a combination of revenue enablement and cost avoidance program.

5% savings annually

through efficiencies over 5 years

31% of efficiencies savings driven by technologies

that helped reduce transaction time

30+-point NPS growth

through implementing proactive programs

Source: Percepta by TTEC clients



Why Percepta by TTEC?

Our deep automotive expertise and CX know-how ensure fast customer resolutions and empower associates with the right tools.

Industry-exclusive focus: We understand your customers, systems, and KPIs deeply.

Full lifecycle coverage: Better continuity, fewer handoffs, and more strategic insights.

Proactive and predictive CX: Timely outreach around service alerts, recall follow-ups, EV walkthroughs, and subscription engagement.

Built-in intelligence with AI-powered insights: Real-time visibility into what's working and what's not.

Expert, empathetic support: Every interaction reflects your brand tone and values.

One partner, every touchpoint covered

Our global network of contact centers focuses solely on automotive and mobility topics, supporting multiple languages and lines of business.

Customer Experience	Dealer + Fleet Enablement	Back Office Optimization	Revenue Growth
Multichannel support	Fleet telematics support	Warranty adjudication	Subscription acquisition
Proactive messaging	Driver onboarding	Recall + Case management	Winbacks & referrals
EV Tech + App pairing	Maintenance scheduling	Legal research support	CX-Driven sales assist

Move quickly without sacrificing quality

With 25 years of experience, we can quickly navigate the auto industry's challenges and opportunities while maintaining the highest quality standards.

Launch Initiative	Scope	Outcome
Fleet Sales Centers	2 hubs, 90 days	+400% growth in units sold vs. baseline
EV Charging Support	6 markets, 6 months	85% case closure within 24 hours
Fleet Sales	Launched in 30 days	41% conversion – 15 points above target
Vehicle Launch eCommerce	3 weeks to train and launch 25 agents	37% Conversion rate from inquiry to order

Drive ROI with a proven partner

28

industry and workplace awards, including a 2025 Stevie® Award for Sales & Customer Service and being named a 2023 Best Company Culture by Comparably

60

markets spanning 13 countries

31%

languages

150+

active programs

Shift your CX into overdrive

Your next-gen service model starts now

Let's talk

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.