



LEAPMOTOR drives superior digital content experience

Company:

ZHE JIANG LEAPMOTOR TECHNOLOGY CO., LTD

Headquarters: Zhe Jiang, China

Industry: Automotive

Size: n/a

Solution elements:

Tridion® Docs

Antenna House Formatter

Electric vehicle content increases customer and dealer satisfaction with Tridion® Docs

The challenge

Founded in 2015, LEAPMOTOR is an electric vehicle company whose business includes smart electric vehicles, electric drive assemblies, power battery systems, cloud-based connected vehicle solutions and autonomous driving research and development. With 132 patented technologies and intelligent vehicle factories in Zhe Jiang, China, LEAPMOTOR focuses on developing electric power systems (battery, electric motor and electronic control), intelligent network connection systems and automatic driving systems (ADAS). Backed by Zhe Jiang Dahua Technology Co., Ltd., LEAPMOTOR's mission is to provide consumers with cost-effective smart electric cars and accelerate electric vehicle market penetration.

Embracing the shift from combustion to electric engines, the Chinese government has made electric vehicles one of the ten pillars of Made in China 2025, a state-led plan for the country to become a global leader in high-tech industries. To comply with related government regulations, LEAPMOTOR must disclose real-time repair service information, including service info, EPC, diagnostics, interactive circuit design, SBOM, etc., on public websites.

LEAPMOTOR's customer base is mostly younger buyers who expect a personalized car experience. These digital savvy consumers expect content on demand across touchpoints, from exploration to configuration, to in-vehicle connected experiences and aftersales service. As a result, LEAPMOTOR needs to display content through digital channels (on-screen display, voice assistant and Apps) and provide a custom guide so customers can quickly learn about their new car. In preparation for future globalization strategies, LEAPMOTOR is also planning for multilingualism.

Challenges

- Respond to global markets faster to boost revenue
- Shorten time to market of complex product information
- Migrate to DITA to ease multilingual document lifecycle complications
- Meet demands of shorter development cycles
- Re-purpose content in different languages
- Replace outdated publishing technologies

New energy vehicles have more functions than traditional cars, making aftersales maintenance challenging. LEAPMOTOR's vehicle maintenance services are conducted via cooperation with traditional car aftersales service centers. However, these centers lack knowledge about maintenance for LEAPMOTOR's vehicles, so the OEMs need to support the service stores remotely.

To support their customers and maintenance service providers, LEAPMOTOR needs an information service platform to address current challenges and adapt as their business expands.

The solution

After multiple comparisons and trials, LEAPMOTOR chose easy-to-use Tridion Docs to meet their current and future requirements for content production, management and delivery. New service content, such as the owner's manual and service manual, is now published into PDF and Apps to nurture a deeper customer connection during the aftersales support cycle. LEAPMOTOR also values that RWS works with its partners to meet their needs with the customized system.

LEAPMOTOR uses Tridion Docs for structured content management and front-end information releases. For content management, RWS combines electric vehicle industry characteristics with LEAPMOTOR's future planning by customizing user roles, document development and approval processes. For front-end information releases, Tridion Docs enables users to receive personalized service information. Through integration with the dealer management system (DMS), the dealer can login to the DMS, find the needed service information module and query information on spare parts in real-time.

Key facts and figures

- New energy vehicles have many functions and are far more complex than gas-powered vehicles
- Consumers and service professionals are not yet familiar with new energy vehicle functionality and require easy to access information at their fingertips
- After a new car release, 60% of customer problems are related to vehicle usage
- After publishing content using Apps, post-sales service consultations and customer complaints were reduced by 40%

The results

RWS and LEAPMOTOR developed the new system to support LEAPMOTOR's important Q2 2019 car launch. The structured content management system uses Tridion Docs to manage the company's DITA manual information and publishes PDFs, HTML5, Apps and car stylesheets. The system has published multiple documents including the user manual, maintenance manual, circuit diagram, warranty maintenance manual, disassembly manual, spare parts book and S01 model working manual.

The information release system externally displays publications managed by Tridion Docs and offers enhanced functions to access, search and retrieve information, make purchases, integrate with the DMS system, provide feedback on stores and manage store users. Technical service engineers can remotely guide repairs and complete aftersales maintenance quickly and accurately using the vehicle monitoring system and connecting with the service information system.

New energy vehicle functionality is complicated. After their new car release, LEAPMOTOR found that more than 60% of customer problems are related to vehicle usage. After publishing content through Apps, LEAPMOTOR observed aftersales service consultations and customer complaints were reduced by 40%.

Going forward, LEAPMOTOR plans to focus on streamlining integration to make after-sales service content more accurate and prepare for its globalization plans.

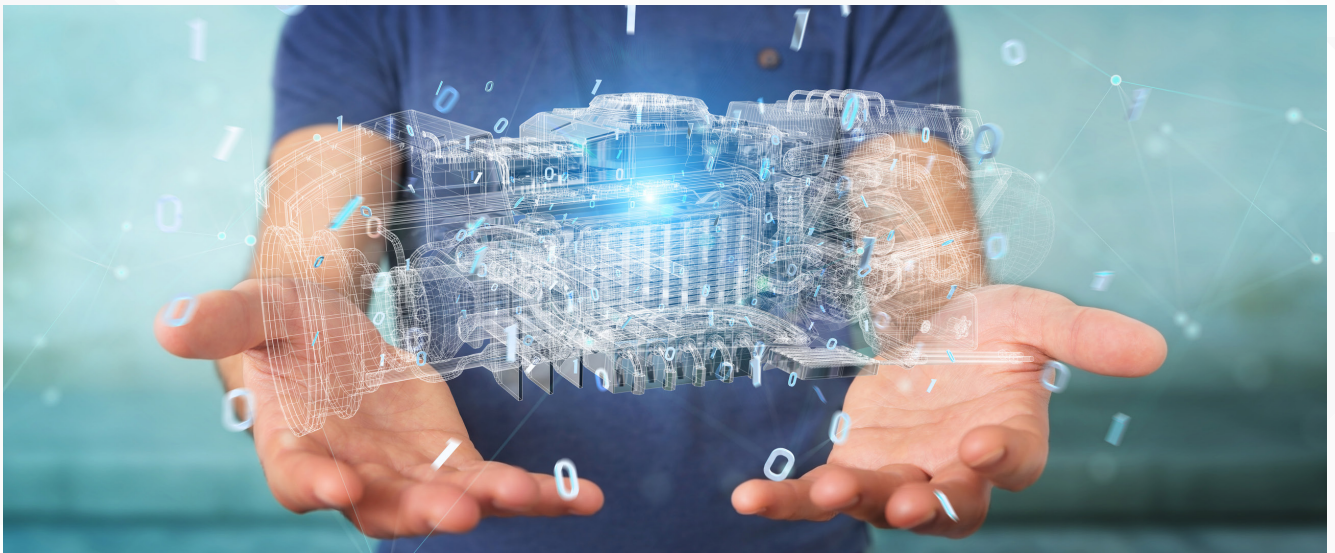
"The service information platform developed with RWS is a very successful project," said Jesse Zhou, Senior Manager of Aftersales Service.

"Tridion Docs is fully functional and can be customized to meet our requirements. Throughout the process, RWS's development engineers were very professional and cooperative, giving us great support. We are very grateful."

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Results

- Improved customer experience via availability of real-time vehicle information
- Streamlined integration with dealer systems to facilitate faster repair and just in time parts management
- Optimized processes for after sales support and services with digital manual availability
- Customized, scalable system that adapts and grows with LEAPMOTOR's business needs
- Support for future globalization strategies with multilingual content



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About RWS

RWS Holdings plc is the world's leading provider of technology-enabled language, content management and intellectual property services. We help our customers to connect with and bring new ideas to people globally by communicating business critical content at scale and enabling the protection and realization of their innovations.

Our vision is to help organizations interact effectively with people anywhere in the world by solving their language, content and market access challenges through our collective global intelligence, deep expertise and smart technology.

Customers include 90 of the globe's top 100 brands, the top 10 pharmaceutical companies and approximately half of the top 20 patent filers worldwide. Our client base spans Europe, Asia Pacific, and North and South America across the technology, pharmaceutical, medical, legal, chemical, automotive, government and telecommunications sectors, which we serve from offices across five continents.

Founded in 1958, RWS is headquartered in the UK and publicly listed on AIM, the London Stock Exchange regulated market (RWS.L).

For further information, please visit: www.rws.com

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