

INDUSTRY

Auto Manufacturing

A multinational company and one of the largest bicycle manufacturers in the world automates its sales, service and channel processes using Salesforce.

Value Creation Modules

Unified view for business for multiple BUs

Consolidation of business in single view for Hero, Lectro and Firefox with different access rights

Dealer Management System

Dealer Profile, Primary Sales Management, Dealer Accounting Information Sync

Integrations – SAP & Navision

Real time integration with SAP for Order Sync, Invoice Capture, Stock Information, CN & DN

Sales Management

Lead to Closure cycle by automating the Sales process for individual, Dealers & White Label Business(Institutional Sales).

Performance Tracking

Metric-based tracking of Sales team's performance across different verticals

Intelligent Reporting

and MIS for all personas along with drillable dashboards and defined KPIs

Omnichannel Complaint Management

Managing Customer complaints with defined SLA and TAT backed by AI powered BOT.

Mobile App

Enabling the Management team for managing approvals on the go along with a check on business health in real time

Personas





- Sales Team
- Service Team
- Marketing Team
- Hero Management
- Dealers

Products & Technologies Used

 sales cloud

 service cloud

 marketing cloud

 experience cloud

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CHALLENGES

- Processes running on excels with no visibility.
- No tracking of activities done by the sales teams
- No centralized system to manage dealer orders, inventory, and grievances
- Reporting mechanism was entirely manual with no value being derived
- Dis integrated systems with lots of manual operations to be done.
- No visibility into customer complaints
- No visibility into channel sales
- Business being lost due to loosely managed distributor channel.

- End to end automation of SPANCO process using Sales cycle
- Automation of order to cash cycle.
- Omnichannel customer service management using Salesforce service cloud.
- Automated assignment of service requests with increased agent productivity
- Curated journey plans for the sales teams with tracking capabilities

- Branded dealer management system to manage orders, stocks, complaints, and billing
- Drillable reports and dashboards for the mid management and senior management.
- Point to point real time integrations with SAP for seamless sync of data between SF and SAP.



SOLUTION



BENEFITS

- Increased sales, higher customer satisfaction and efficient channel management.
- Reduction in average handling time
- Increased sales productivity by reducing time spent in operations.
- Empowered sales team with customer data in the mobile CRM.
- Branded portal for dealer and distributors for end-to-end order and inventory tracking.
- Unified view of the customer across all the BU to track the customer lifecycle and business.