

CASE STUDY



INDUSTRY

Auto Manufacturing



Value Creation Modules

Intuitive and Immersive E-com

Integrated and immersive site for the vehicles along with detailed product tours

UI / UX Consulting

Designing and articulating complete UI / UX along with branding guidelines

Online Booking

Online booking and blocking of vehicles with 3D view and experience.

Test Drive Experience

Booking and execution of test drive process along with complete engagement journey.

Marketing Automation

Metric-based tracking and integration of marketing elements into the sites

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




- Customers
- Service Team
- Marketing Team
- Dealers
- Management
- IT

Products & Technologies Used

 service cloud

 marketing cloud

 commerce cloud

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CHALLENGES

- Website working disintegrated
- High delivery time
- Disintegrated test drive experience
- Disintegrated marketing
- Sub-optimal marketing efforts and customer journey
- Sub-optimal customer experience while trying to book the vehicle
- Processes running on Excel spreadsheets with no visibility.
- No centralized system to manage dealer orders, inventory, and grievances
- Reporting mechanism was entirely manual with no value being derived
- No visibility into channel sales
- Business loss due to loosely managed distributor channel.

- Intuitive -e com site with an integrated OMS and CMS
- Intuitive vehicle booking experience.
- Direct test drive booking with 3D vehicle experience
- Baked in marketing journeys to increase the conversion rate.
- State-of-art UI/UX with immersive experience for better customer traction

- Automation of order to cash cycle.
- Omnichannel customer service management using Salesforce service cloud.
- 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.



SOLUTION



BENEFITS

- Increased customer engagement
- Increased sales, higher customer satisfaction and efficient channel management.
- Immersive customer experience
- 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.