



Car manufacturer automating car order process through sales agents

Customer Profile

Our customer is a world-leading manufacturer of automobiles and commercial vehicles. The group comprises ten brands from five European countries, ranging from basic to sports and luxury models.

Challenge

- One of the group's country organizations wanted to simplify the order signing process for individual and business customers purchasing Battery Electric Vehicles ("BEV") through its agents
- Needed to connect external agents to its Salesforce org via Salesforce Experience Cloud
- Each brand has unique brand guidelines, creating a template management burden and risking inconsistent branding

Documill's Value

- Agents can now set up a quotation in Salesforce Experience Cloud portal and generate an order document fully branded to match the specific car type purchased
- The entire process is powered by Documill API — order generation, saving to the record, and sending emails happen in the background without any disruption to the sales workflow

Documill's impact

- Faster, more accurate document generation and signing speed up order processes, reducing sales cycle time
- All order documents strictly adhere to specific branding guidelines
- Automation and background tasks free up agent time, letting agents focus on customer interactions, and reducing dealership sales rep admin work

INDUSTRY

Automotive

PRODUCTS

Documill
Automate

