

INFOSYS AUTOMOTIVE CUSTOMER BOLT

Jumpstart Automotive Customer Community

Businesses have always used Salesforce Customer Community as a platform to build deeper customer relationships allowing customer interaction, enabling self-service, providing feedback, and sharing brand loyalty and enthusiasm. However, a lot of resource and time is spent if one tries to build a community from scratch in Salesforce platform. Salesforce has introduced a new framework called the “**Lightning Bolt**” to accelerate creation of all kind of communities by taking Salesforce lightning community template concept to the next level.



‘Infosys Automotive Customer Bolt’ was conceptualized and developed using Lightning Bolt framework within Salesforce ecosystem for automotive industry solution incorporating numerous pre-built Salesforce features to meet industry needs. It would empower automotive industry to deploy next-gen community experiences which is faster and seamlessly integrated on native Salesforce platform.

Pre-configured Community Template and Automotive Community Processes

Out-of-the-box solutions are built specifically for automotive industry with industry specific use cases like D lead management, service management and customer and dealer engagement.

Lightning Bolt solution will contain standard automotive industry processes, apps, and lightning components integrated seamlessly for rich digital experience.

Go-to-market Faster

Infosys Automotive Customer Bolt will allow businesses to accelerate their customer outreach and reach market faster. Cost of developing customer community is drastically reduced with launch in weeks - or even days, instead of months.

Improved CX

With pre-built themes from Salesforce, one can create a visually stunning experience for their customers and provide an intuitive and personalized car servicing experience online. Community Builder’s centralized

content management would be leveraged across customer’s digital experience.

Any company can set up a digital experience in no time with out-of-the-box, customizable templates that can be modified with zero coding. Each template is pre-built with a library of page layouts and components tailored for specific use cases, such as customer service and partner relationship management.

Mobile Accessibility

Community Cloud based on Lightning Bolt solution can be accessed by customers and partners from anywhere, anytime, and from any device. Lightning Community is 100% mobile optimized to provide an elegant, easy-to-use UI with native Salesforce functionality.

Features of Infosys Automotive Customer Bolt

- Connect car buyer, dealer and manufacturer on single platform
- Map based dealer search for current location or based on city
- Allow car buyer to look for car based on their requirement and seamlessly book a test drive for the intended car
- Lead capture for manufacture and dealer within Salesforce Sales Cloud
- Personalized customer digital experience allowing customers to raise car service request and service complaint



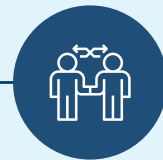
66%
reduced launch time*



+\$987K
additional business
value*



+39%
Net Promoter Score**



+25%
increase in partner
sales***

Sources

* The Total Economic Impact TM of Salesforce Community Cloud For Partner Community, September 2018, A commissioned study conducted by Forrester Consulting on behalf of Salesforce.

** The Total Economic Impact TM of Salesforce Community Cloud For Customer Community, September 2016, A commissioned study conducted by Forrester Consulting on behalf of Salesforce.

*** Salesforce Customer Success Survey, Conducted from March 2015 to June 2017.

For more information, contact askus@infosys.com

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