

# PSA Europe

## Transforming PSA's end-to-end customer experience with Salesforce

Groupe PSA is the second largest car manufacturer in Europe, is present in 160 countries and produces the Peugeot, Citroen, DS, Opel and Vauxhall brands. In 2016, PSA began to outline a strategy which entailed the rapid expansion of the company. As part of this they decided to undertake a major digital transformation project that focused on gaining better visibility and control of their data as well as improving CX across the business.

### Challenges

PSA recognized that their customers are constantly evolving, and they want information at the right time for them and in their preferred format and channel, but they faced the following challenges:

- **They had a disjointed view of the customer** - They didn't have a comprehensive lead management system or process in place and their customer data was held in separate systems across the dealership network. This made it impossible to have a 360-degree view of the customer.
- **They had no multichannel strategy in place** - This meant that the way they communicated with their customers was not a seamless experience which had a negative effect on lead follow up time.



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### The Solutions

#### Building the journey

We worked with PSA to translate their needs into the technology of Sales Cloud, Community Cloud and Marketing Cloud. Using the solid Salesforce infrastructure, we designed workable solutions for customer journeys giving PSA better insight into what their customers are looking for and a means of responding in an appropriate way. Truly giving them a 360-degree view of the customer and giving their customers an improved CX.

#### The Digital Dealer

We designed a complete lead management system (The Digital Dealer) across three brands of the PSA Groupe (Peugeot, Citroen, DS) to enable a seamless, multichannel journey. Since this has been implemented, communication with customers has been far more effective with more timely responses and qualified leads passed quickly to the dealer.

Wipro's Salesforce solutions have given PSA better insight into what their customers are looking for and a means of responding in an appropriate way. Furthermore, Wipro has built the solution on a solid technical foundation, which will enable PSA to scale into other important touchpoint along the customer journey.

