Industry: Automobile
Products Used: Sales Cloud , Financial Force
Integration:

The need was to have a Central CRM solution which is accessible by everyone across the board to check on Car resell process, maintaining car parts inventory, centrilize and dynamic pricing system, maintaining car availability and publishing the same over website.

Challenges

Customer needed a single system/application for Resell Car process

➢ Needed a CRM for end-to-end process from Lead generation to Selling a car
➢ To provide different offers to the Customers
➢ System should be able to manage the car parts and its inventory
➢ Centralize and dynamic process for calculation of Car pricing
➢ Maintaining book keeping and finance within CRM
➢ Maintaining website from the CRM for publishing available Cars and also controlling photos that needs to be displayed on website on the CRM

Solution

➢ Sales cloud was used for lead process and generating lead from different source
➢ Based on the nature / model of the car, different sales rep was automatically assigned to the lead
➢ Different data model architecture was designed from the time Car comes into the system until it is sold out.
➢ Created single screen which shows the entire life process of the Car and is also highlights on what's the current status of the Car
➢ Different section helps to identify what new parts was included as per the region which eventually add up on the overall car cost
➢ Offer section to show various offer a sales rep can present to the Customer where values are auto populated and based on changes in certain parameters final cost is calculated.
➢ XML file import process was created which helps in creating new inventory with their pricing
➢ Inventory was also maintained into the CRM and various automation was done for controlling the replenishment
➢ Based on the different parts included / modified in Car total price was automatically calculated. Pricing model also incudes different type of TAX involved during the entire process along with dynamic discounting ability for the reps and approval process before presenting final price to the customer.
➢ Finance cloud was implemented for creating Sales invoices, maintaining journals, maintaining assets
➢ Website was also maintained from the SF, based on the availability of the Car and on click of a button new car was published on the website or removed. SF was also used to publish the Car images on the website. Also, dynamic ribbon that needs to be added on different images was controlled from the SF along with the thumbnail images

Result

➢ Increase revenue growth based on the solution.
➢ Turn around time for sales rep decreased for presenting different offers and selling a Car
➢ Management has real time Information and can see the progress
➢ Easy to identify which car model is doing well based on the region.
➢ Complete 360-degree information for the Customers and their payment status
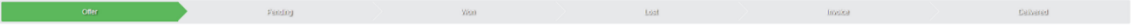
Process–Snapshot

Invoice Detail

Edit | Discard | Post | View PDF

▼ Account Detail

Account	AAGE BERG ▶	Opportunity	
Billing Address	MH	Shipping Address	

▼ Invoice Detail

Invoice Group		Transaction	
Invoice Number	SIN003755	Generate Adjustment Journal	✓
Invoice Date	26.07.2016	Customer Reference	1002250037558
Due Date	09.08.2016	Period	2016/007
Invoice Currency	NOK ▶	Shipping Method	
		Invoice Description	BS98100

▼ Invoice Line Items

	Product Name	Product Code	Quantity	Unit Price	Tax Code	Tax Value	Net Value	Income Schedule
1 ▶	3010 - Sales revenue MB TKW, subject to VAT	30210	1	0	NO-O-STD	0,00	kr0,00	
2 ▶	2800 - Unpaid car registration tax	24315	1	125 714	NO-O-STD	0,00	kr125 714,00	

Summary

▼ Tax Summary

Tax Code	Tax Rate	Net Value	Tax Value			Net Total	k
NO-O-STD	25,000%	kr125 714,00	kr0.00			Tax Total	
						Invoice Total	k

▼ Invoice Line Items

	Product Name	Product Code	Quantity	Unit Price	Tax Code	Tax Value	Net Value	Income Schedule
1 ◢	3010 - Sales revenue MB TKW, subject to VAT	30210	1	0	NO-O-STD	0.00	kr0,00	

Notes and Analysis

Dimension 1	21 - Sales	Line Description	0517838
Dimension 2	0517838		
Dimension 3			
Dimension 4	1 - Intracompany		

Avtale om utlån/ prøvekjøring av bil

Mercedes-Benz

Bilforhandler

Firmanavn.:	Star Autoco AS Avd Lørenskog
Adresse.:	Solheimveien 62
Post nr/sted.:	1473 Lørenskog
Org. nr.:	925 905 526

Selger.:	Techila Tech
Mobil telefon.:	98 98 65 45 6
E-post.:	star@techilaservices.com

låner ut en

Fabrikat.:	Mercedes-Benz
Type.:	GLS 350 d 4MATIC Varebil
Chassis nr.:	NE052370000000000
Farge utv.:	selenit grey metallic
Farge int.:	Nappa skinn / Two-to
Effekt kw.:	190

Årsmodell.:	2014
Første gang. reg.:	
Prøvekjennemerke:	
Reg. nr.:	
Stock nr.:	NE05237
Avgiftklasse.:	Varebil

til låntaker

Navn.:	Lasse Grundstrøm
Adresse.:	Furuveien 33 B
Post nr/sted.:	0678 Oslo
Land.:	Norge

E-post.:	grund.el@online.no
Mobil telefon.:	91 64 70 08
Telefon.:	
Fødselsdato:	18.06.1978

Formålet med lånet:

Kjørestrekning.:	Lørenskog & Omegn
Kjøringens formål.:	Demonstrasjon

Forsikringer:

Bilen er kaskoforsikret:	☑ Ja	☐ Nei
Egenandel ved ansvarskade:	10 000	
Egenandel vognkade:	10 000	