

## SALESFORCE's AUTO CLOUD launch



### Overview

For more than a decade, SALESFORCE™, world's #1 CRM platform has been transforming the way automotive industry engages with its customers and dealers across sales, after-sales, service and marketing units through its diverse product suite, catering to Consumer retail and B2B fleet business.

Tech Mahindra is excited to be a launch partner for SALESFORCE's solution for the Automotive business, the "SALESFORCE AUTO CLOUD™" - much awaited and a significant milestone in the Industry Cloud Solution Era. As OEMs and Dealers embark on their CRM/CX transformation or migration journey, AUTO CLOUD with its industry standard data model, will provide a wide range of out-of-the-box features that will help accelerate implementations and significantly drive business outcomes through improved adoption and productivity.

### Tech Mahindra's point of view

Being an automotive industry expert and a SALESFORCE Platinum partner, TechM has witnessed several solutions ranging from Retail Sales (inside Sales teams) to Contact Centers (customer care and marketing) to Portals (dealers and customers) with extensive customizations, built and delivered to OEM and Dealers, to cater to a specific business need. It is noteworthy that most customizations while built as point solutions for a specific OEM/Dealer have several commonalities, standards and generalizations that reflect a baseline Automotive Industry standard.

In our view, some key functionalities / features that will give a head start to customers include, the automotive specific extendable data model, configurable Vehicle and Service Consoles for Automotive, Dealer Visit and Performance Management and Lead Management. These functionalities are designed to deliver a seamless experience across the spectrum of users: OEM, Dealers and Customers, transforming the overall engagement experience.

Auto is in our DNA. Through years of engagement with customers and partners, our architects and Industry SMEs have co-created several point solutions and accelerators like Vehicle Digital Passport (VDP), Warranty management, Touchless Buying, Loyalty Management and Service Appointment management (to name a few), that extends the core platform features that can further accelerate and bring value to AUTO CLOUD implementations.

Also, having delivered several large transformation and migration programs on SALESFORCE, and with an arsenal of point solutions and accelerators built for the automotive industry, we can help customers seamlessly migrate to the new industry cloud.

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