Salesforce

Success Stories
Automotive Industry

Key Success Stories

Subsidiary of Japanese conglomerate corporation known for manufacturing automobiles etc

Tech : **Marketing cloud, Service Cloud, Experience cloud**
- Enabling customer digital experience transformation through marketing cloud implementations
- Optimized & enhanced user journeys
- Brought improvement in outreach process and outreach reports; Streamlined knowledge management
- Projected savings of about $9Mn on outreach activities over a period of 5 years

Leading South Korean automobile manufacturer

Tech : **Experience Cloud, Lightning Aura Components, SF CMS**
- Design and Implementation of automobile dealer portal leveraging design thinking principles
- Created 3 branded dealer portals leveraging Salesforce communities, Lightning Aura components and utilizing Salesforce CMS and Knowledge article
- Improved dealer adoption through insightful dashboards & better user experience
- Improved customer retention by 5% (1st year) and 25% (3-year roadmap)

Multinational automobile maker

Tech : **Service Cloud, Consulting**
- Future state architecture design to meet roadmap objectives
- Provided GAP analysis & best practices on all user stories, QA scripts and technology RFPs options
- 200+ person month efforts saved / optimized for AI and Genesys user stories
- 100+ person month efforts saved / optimized all integration user stories- 24 new & 26 existing integration points

American motorcycle manufacturer

Tech : **Marketing Cloud, Analytics, Sales cloud, Experience cloud**
- American motorcycle manufacturer takes a data-driven approach to customer engagement
- Marketing Journey powered by AI model predictions using multiple scoring models across campaigns
- Activates customer segments across multiple channels
- Increased sales and revenue; Improved loyal customer base; Reduced churn rate

Automobile Manufacturer designs, engineers, produces, markets and distributes luxury vehicles

Tech : **Service Cloud, Field Service Lightning**
- Transformed US Sales Operations through Salesforce Field Business Management Platform
- Contact Reporting, Assessment, Sales Forecasting automated Solution (for 245 US Users)
- Standardize Dealer contact calls/interactions
- 25% increase in dealer sales growth
- 30-40% improved efficiency of Sales Operations

One of the largest European Truck and Bus Manufacturer

Tech : **PROS CPQ**
- PROS CPQ advisory services to meet service configurators and pricing
- PROS CPQ configurator to handle multiple vehicle selections and subsequent service configurations
- Improved service selection & handling cost of services
- Reduced TAT for Quotes
- Region specific calculators to meet specific asks

LTIMindtree

Improved Customer Outreach Process through Marketing Cloud

Subsidiary of a Japanese conglomerate corporation known for manufacturing automobiles, aircraft, motorcycles, & power equipment

In-house capability of Mass Outreach with projected savings of about $9Mn spent on vendor performing outreach activity over a period of next 5 years

Comprehensive reporting providing operational overview of outreach to comply with NHTSA regulations

CHALLENGE

- Blackbox system leading to low process transparency

- Bring improvement in outreach process by shift from a black box system from vendors to an in-house managed application

- High cost of operations

- Improve internal accountability and control for outreach process

- Sub-standard reporting for effective analysis and decision making

- Ineffective reporting capabilities

SOLUTION

- Multi Channel Outreach (Email, SMS, ROBO Calls, Progressive dialer Calls, Ring-Less Voice Mails , Post Cards) on segmented data abiding Journeys

- Future proof system to support various data sources and alternate journey planning

- Flexible design to capture the parameters that govern suppressions and volumes using intuitive business friendly user interface

- Comprehensive reporting providing operational overview of Outreach to comply with NHTSA regulations

RESULTS

- Improved customer reach efficiency – ways to communicate the issue to the customer and receive confirmation for recall

- Optimized and enhanced outreach reports

- Leveraged the strengths of technical landscape & ecosystem and aligned it to the future growth, vision of the business teams

- In-house capability of Mass Outreach with projected savings of about $9Mn spent on vendor performing outreach activity over a period of next 5 Years

TECH STACK   Salesforce Marketing Cloud

Marketing transformation for Rider Engagement program

American motorcycle manufacturer

2% increase in conversion of bike sales year-over-year within 6 months of launch

Customer has access to email engagement metrics, that were previously unavailable

Reduced class cancellations and no-shows by 36% YOY because of improved Marketing communications.

Case Study

CHALLENGE

- Inefficient marketing processes & disparate systems preventing effective targeting.

- Need for more interaction with the rider community enrolling in the program. High drop rates or cancellations

- Rider program backed by research that indicated an opportunity to educate customers, but it was marred by process challenges

- Inefficient customer journeys from sign-up through execution/ completion. Expensive to manage due to no-shows and drop-outs

SOLUTION

- Enabled a platform to streamline & improve customer interest with timely, consistent communications across digital channels, w/ Salesforce Marketing Cloud & Customer Community

- Consolidated interactions & streamlined process , one-window for operations across multiple channels of engagement

- Enable an innovative custom lead scoring methodology using Einstein AI

- Created a comprehensive lead nurturing program by connecting marketing & customer experience systems

- Collaborative process framework incl. client employees & customers that enabled iterative improvements aligned to Business KPIs.

RESULTS

- Increased engagement, reduced cancellations and no-shows by 36% YoY

- 2% increase in conversion of bike sales YoY within 6 months of launch. Increased efficiency in targeting the right leads.

- Increased HDRA conversion by creating nurture program from point of registration; +17% conversion rate YOY.

- Qualitative improvement in journeys that helped end customers. New riders reported being more excited, confident, & better prepared for the course.

- Higher customer satisfaction (> 78% positive) on brand engagement

TECH STACK Marketing Cloud, Community Cloud, Tableau CRM, Service cloud and Salesforce Platform

LTIMindtree

Case Study

Automobile Dealer Portal design & implementation leveraging design thinking principles

Leading South Korean automobile manufacturer

Creation of 3 branded dealer portals leveraging Salesforce communities, Lightning Aura components and utilizing Salesforce CMS and Knowledge article

Improved dealer adoption through insightful dashboards & better user experience

LTIMindtree

CHALLENGE

- A non-dynamic portal involving more than 10+ manual processes

- Improve Dealer Satisfaction via improvement in speed, ease, transparency, and awareness of the services provided

- Improve Revenue via successful implementation (i.e., increased retention and loyalty)

- High reliance on in-person follow-ups and telephonic updates

- Ineffective & hard-copy reporting practices

SOLUTION

- UI/UX workshops to understand how the dealer portal is currently positioned and recommend future persona and journey maps

- Formulated modernization strategy to design, build and implement HCCA Dealer Portal in the Salesforce platform

- Creation of 3 branded dealer portals leveraging Salesforce communities, Lightning Aura components and utilizing Salesforce CMS and Knowledge article

- Integration to data warehouse for master data viz. customer info (personal details, Payments, Vehicle data) and promotional program details

RESULTS

- One-stop-shop for Dealers in the long run

- Lender of 1st choice for Lease: by leveraging the strengths of technical landscape & ecosystem, improving dealer satisfaction

- Improved dealer adoption through insightful dashboards & better user experience

- Improved customer retention by 5% (1st year) and 25% (3-year roadmap)

TECH STACK Experience Cloud, Lightning Aura Components, Salesforce CMS

LTIMindtree

© Thomas Becker

Case Study

Transformed US Sales Operations through Salesforce Field Business Management Platform

Automobile Manufacturer designs, engineers, produces, markets and distributes luxury vehicles

100% Standardization of Contact Reporting and Action Plan with Dealers

Contact Reporting, Assessment, Forecasting Automated Solution

LTIMindtree

CHALLENGE

- Low Operational Efficiency and Productivity due to manual & follow-up activities for Field Sales Reps using MS Excels/Emails for managing interaction with Dealers.

- No Application to establish accountability at Dealer levels

- Needed to Effectively document and manage the interactions, contact reports, business plans, and growth strategies for dealers. This would help in effectively managing activity and ensure operational alignment

- Automate Area Manager Sales visits which will allow for maintaining a record of visits as well as provide reporting against KPIs

SOLUTION

- Contact Reporting, Assessment, Sales Forecasting automated Solution (for 245 US Users)

- Task assignment capability; Action planning – permission based so that action plans can be transmitted to dealers.

- Standardize Dealer contact calls/interactions

- Single Sign-on for Field & Corporate Users

- Tablet and smartphone compatibility

- Access Link from App to reporting for US Audi

RESULTS

- Increase in Dealer Sales Growth and Retail performance

- Improved Efficiency of Sales Forecast

- Automation of Sales Operation

- Standardization of Contact Reporting and Action Plan with Dealers

- 25% increase in dealer sales growth

- 30-40% improved efficiency of Sales Operations

TECH STACK
Service Cloud, Field Service Lightning

LTIMindtree

Case Study

Improved Discovery Sessions and QA effort for a Global Salesforce Implementation

For a multinational automobile maker

Future state architecture design to meet roadmap objectives

200+ person month efforts saved / optimized for AI and Genesys user stories

100+ person month efforts saved / optimized all integration user stories- 24 new & 26 existing integration points

LTIMindtree

Case Study

CHALLENGE

- Lack of internal customer contact center leading to poor customer service

- Lack of user interface with seamless access to information required (GSDP)

- Needed a comprehensive Uconnect vehicle Global Service Delivery Platform (GSDP)

- Wanted to setup internal and outbound customer contact center

- Needed an Integrated platform with seamless data flow and AI led automation capabilities

SOLUTION

- Provided input on 242 Salesforce user stories & governance on 45 Emerging Technology choices for decisions by FCA.

- Provided GAP analysis & best practices on all user stories, QA scripts and technology RFPs options

- QA - Provided automated Regression Testing strategy. Engage on all user stories and integrations with zero defect tolerance.

- Best Practice governance for release management and security policies

RESULTS

- Significant efforts saved by Optimizing user stories across multiple technology stacks

- Optimized integration strategies across multiple technology stacks

- Future state architecture design to meet roadmap objectives

- 200+ person month efforts saved / optimized for AI and Genesys user stories

- 100+ person month efforts saved / optimized all integration user stories- 24 new & 26 existing integration points

TECH STACK   Service Cloud

PROS CPQ advisory services to meet service configurators and pricing business asks

For one of the Largest European Truck and Bus Manufacturer

Pricing engine setup to effectively calculate the bundled and standalone prices of the services with contributing vehicle parameters

Improved service selection & handling cost of services

LTIMindtree

Case Study

CHALLENGE

- Existing Sales portal unable to handle Service selection

- Inefficient handling of costs of services

- Unable to handle Service selection for a fleet of vehicles

- Improve service selection and handling of cost of services based on technical parameters, vehicle conditions and fleet of vehicles

- Mobility of the Quote creation tool, portability to handheld devices.

SOLUTION

- PROS CPQ driven Service selections and appropriate pricing factors using Technical parameters of the Truck via Two-way mappings (CRM – CPQ – CRM)

- Pricing engine setup to effectively calculate the bundled and standalone prices of the services with contributing vehicle parameters

- PROS CPQ configurator to handle multiple vehicle selections and subsequent service configurations

RESULTS

- Improved service selection & handling cost of services

- Reduced TAT for Quotes

- Region specific calculators to meet specific asks

TECH STACK   PROS CPQ

LTIMindtree

Case Study

Roadmap consulting with future state architecture view to meet business priorities & accelerated Sales process migration

For an American manufacturer of specialty vehicles

2-year roadmap to support business objectives with 'to-be' architecture design

Future state architecture design to meet roadmap objectives

Case Study

CHALLENGE

- No clear Salesforce roadmap to meet business objectives

- ROI improvement leveraging Salesforce platform for future business needs

- Current architecture design of Salesforce not scalable to handle transformation needs

- High cost of operations

- Warranty management system deficient in terms of next gen capabilities

- Multiple technology stacks across BUs for similar business function

SOLUTION

- Quick discovery and feasibility analysis to migrate Sales process onto Sales cloud

- Code migration, Data migration and metadata conflict resolution

- 2-year roadmap to support business objectives with 'to-be' architecture design

RESULTS

- Lower cost of operations through right org strategy for Sales process

- Future state architecture design to meet roadmap objectives

- Technology consolidation strategy reducing maintenance costs

TECH STACK   Sales Cloud, CRM Roadmap

LTIMindtree

Why LTIMindtree Salesforce Practice?

Summit Salesforce partner with **20+ years** of Technology Expertise **Top 5 MuleSoft partner**

Systematic Innovation through **Digital Pumpkin & Salesforce Garage**

Three-time **Salesforce Partner Innovation** award winner

Proven experience in the **industry across** the **ecosystem**

Innovation Lab enables **continuous upskilling** of talent on the **Salesforce Platform**

Salesforce and **Integration Test Automation** framework

Proven IPs and **Accelerators** for **DevOps** to ensure faster time to market

Anchor Partner of choice for **digital transformation**

LTIMindtree

To Sum it all up, LTIMindtree offers...

Unrivalled Digital Expertise in your sector

Services structured around your ideal technology ecosystem

A Proactive Collaborative, congenial team

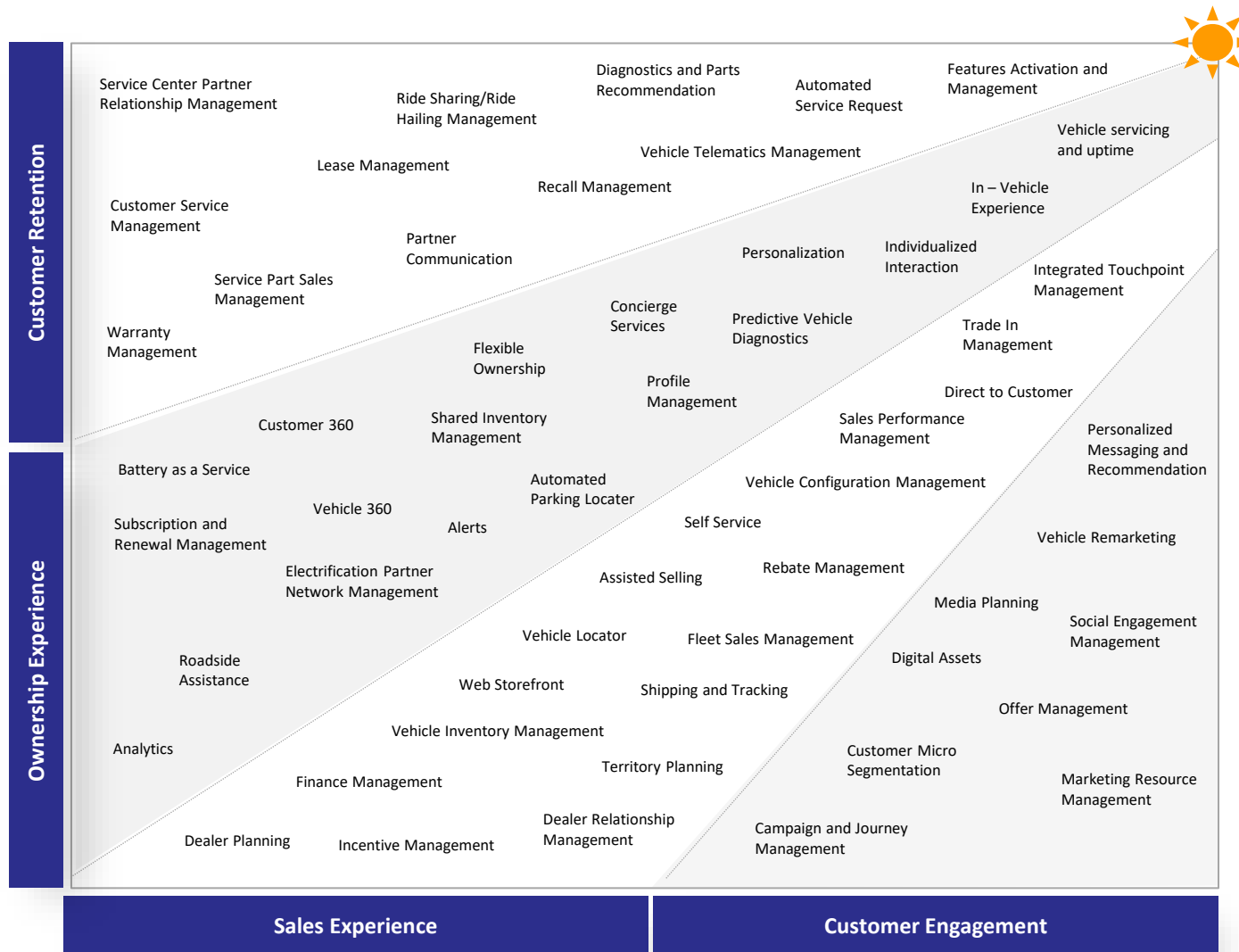**Ability to scale without loss of quality or efficiency**

Appendix

Automotive Northstar