

SINGLE SOURCE OF TRUTH FOR THE WHOLE ORGANIZATION

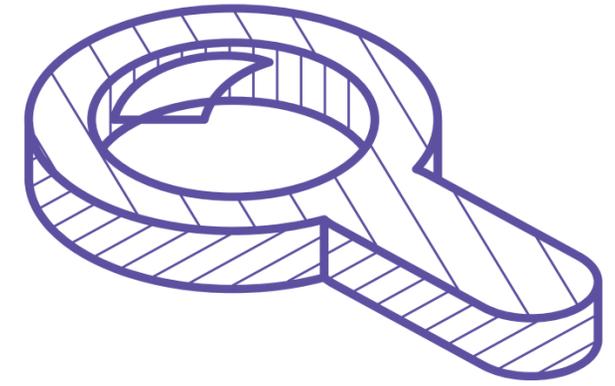
thanks to Salesforce
Service Cloud



Moser.
Das Autohaus

cloudity 
Connect w/people

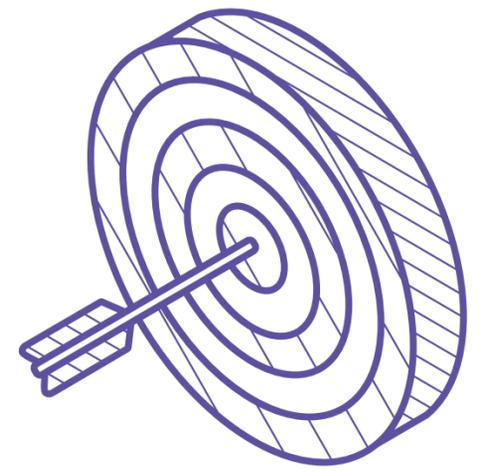
Autohaus Moser is a car dealer with roots dating back to 1955, based in the town of Bruneck in South Tirol. The company is known for the customer experience it provides.



MOSER'S CHALLENGES:

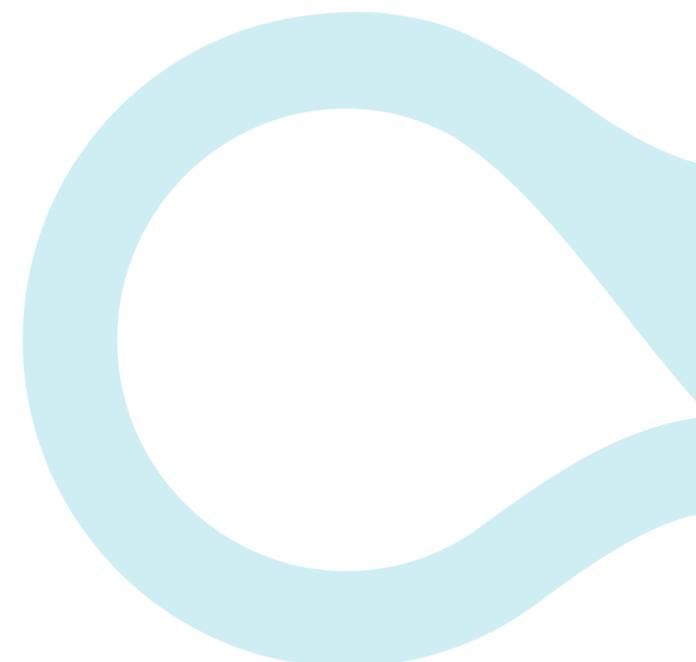
- #** Johannes Moser, CEO, needed to set the tone of the new leadership after having taken over the company;
- #** no synchronization between cars in the CRM and on the website;
- #** the need to extend the sales app to meet the needs of growing business;
- #** lack of a modern and lean workshop tool;
- #** no shared tool for sales and workshop employees;
- #** duplicate work for document management;
- #** lack of integration of Salesforce with Google Drive;





PROJECT SCOPE **INCLUDED:**

- #** setting up sales and service processes in Salesforce Service Cloud;
- #** creating the Data Model in Salesforce;
- #** Salesforce configuration, tests, and user training;
- #** integration and synchronization of data between Salesforce and:
 - the car management platform and website;
 - WhatsApp and Calendly;
- #** Change Management workshops;
- #** ongoing weekly Salesforce support;



KEY BENEFITS:

- # the Salesforce platform is the single source of truth for the whole organization;
- # new skills and newly-won confidence by the customer's team;
- # business growth through constant optimization of company's digitalization processes;
- # data management is secure and reliable
 - abandonment of paper logbooks;
 - documents are accessible and consistent;
- # Change Management workshops ensured full adoption of the implemented solutions.



“Very structured, I always felt in good hands. They never seemed to forget anything we talked about. Highly recommended.”

Johannes Moser

Owner and CEO
at Autohaus Moser