



Retail Customer Experience Platform Rollout for a Leading Global Automotive Firm

Industries: Automotive

Client: A Leading Global Automotive Firm – Korean Division

- ✓ RCXP implementation while aligning with regional requirements.
- ✓ Real-time sales visibility and strengthened brand messaging.
- ✓ Scalable retail business transformation
- ✓ NAFF (Kakao) Integration
- ✓ Historical data migration from DMS to Salesforce



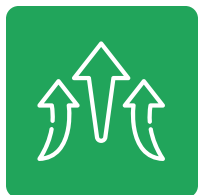
100%

Transition to Salesforce Sales Cloud



No. 1

in service satisfaction



Monthly Lead Generation

15% ↑

Challenges

- The single-org setup ignored local needs, complicating localization.
- Limited Salesforce knowledge slowed adoption.
- Legacy system transition caused resistance.
- Integrating DMS and third-party systems posed challenges

Solutions:

- **4+ years of ongoing Salesforce consulting and operational support**
- **Marketing Cloud** (Email & Mobile + Kakao with NAFF) – Enabled multi-channel customer engagement via email, mobile, and Kakao integration.
- **Sales Cloud & Service Cloud** – Launched **Sales Cloud Pilot** to test before full rollout; Implemented **Service Cloud** for Case Management & **Live Chat** to enhance customer interactions.
- **Data Integration & Historical Data Migration** – Migrated DMS historical data into Sales Cloud for a unified customer view.
- **Commerce Cloud & Mobile App Development** – Led the Commerce Cloud implementation to support direct-to-customer sales.
- **Operational & Technical Consulting**

What Customer Says



“The RCXP rollout in Korea was a challenging transformation, but with strong operational and technical support, we successfully transitioned to a more structured, data-driven approach. The new system provides real-time sales insights and enhances our customer engagement, allowing us to move towards a fully digital retail experience.”

*CEO was selected as the top domestic and imported car brand in the '2024 Automobile Planning Survey' service satisfaction (CSI) category by automobile research company Consumer Insight.