

# Enhancing Customer Data Accuracy and Digital Engagement

**Industries:** Automotive

**Client:** Leading Global Automotive Firm – Indian Subsidiary

- ✓ Achieved highest operational stability among all corporate Salesforce implementations.
- ✓ Improved data accuracy and integration across front office systems.
- ✓ Enhanced customer engagement through better UI/UX, surveys, and consent management.
- ✓ Built a scalable CRM architecture for global markets.



Case Response Delay

10% ↓



Customer Satisfaction

15% ↑



Campaign Frequency

30% ↑

## Challenges

- **Data accuracy and integration issues** from previous implementations.
- **Limited technical staff availability** with knowledge of prior system phases.
- **Adjusting Salesforce data structures** to align with the new **Data Hub**.
- **Resistance from legacy system stakeholders** in adopting Salesforce capabilities.

## Solutions:

- **CRM system enhancements**, refining and expanding Salesforce functionalities from the base implementation.
- **New system interfaces** for seamless integration and an industry leading standardized base architecture leveraged by multiple other units.
- **Experience Cloud implementation** for digital surveys channels and customer engagement.
- **Marketing Cloud optimization**, including campaign execution and tracking.
- **Improved UI/UX design** for enhanced usability and customer interactions.
- **Strengthened consent management** to align with global compliance standards.
- **Data Hub** adaptations for integration with multiple data sources.

## What Customer Says



“Through this Salesforce implementation, we have successfully enhanced our customer data accuracy, improved digital engagement, and set a foundation for global expansion.”