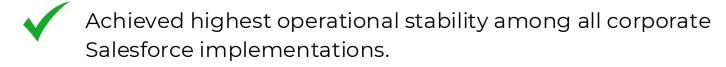
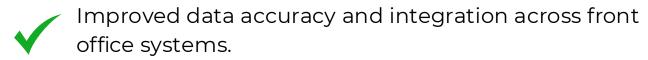


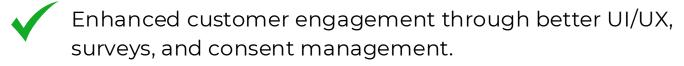
Enhancing Customer Data Accuracy and Digital Engagement

Industries: Automotive

Client: Leading Global Automotive Firm – Indian Subsidiary











Case Response Delay

10% 4



Customer Satisfaction

15%





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."