

SUCCESS STORY

Swedish Car Manufacturer Enhances Customer Experience with Salesforce CRM Platform

Overview

The client, a Swedish multinational manufacturer of luxury cars, faced significant challenges in delivering a consistent, customer-first digital experience across channels. Fragmented data systems, poor after-sales engagement, and a lack of data transparency were hindering loyalty and efficiency. Tech Mahindra transformed the brand's digital journey by implementing an integrated Salesforce-based platform that streamlined sales, enhanced customer engagement, and enabled real-time dealer collaboration, unlocking efficiency and driving innovation at scale.


Client Background and Challenges

The client, a Swedish multinational manufacturer of luxury cars, operates with a B2B and B2C distribution model, generating revenue of \$52.16 billion. They are known for their premium SUVs, electric vehicles (EVs), sedans, and station wagons. The brand emphasizes heritage, safety, premium design, and sustainability as core to the identity. The client faced several key challenges:

- ▶ Inconsistent customer experiences across digital and physical channels led to unaligned brand perception and engagement gaps.
- ▶ Fragmented data systems and a lack of transparency throughout the sales process resulted in inefficiencies and disconnected customer experiences.
- ▶ Engagements were centered on product features rather than personalized, customer-focused experiences.
- ▶ The handover process lacked clarity and support, and limited after-sales service further reduced customer retention and loyalty.
- ▶ Their global operations required greater speed and efficiency to execute a large-scale digital transformation.

Our Approach and Solution

The transformation redefined the client's customer engagement and operational efficiency through a unified, data-driven platform, resulting in:

- ▶ **End-to-End Sales Digitization:** The retail portal streamlined the entire Lead-to-Order process, including bookings, cancellations, order tracking, and Customer 360 integration.
 - ▶ **Direct-to-Consumer Enablement:** The hybrid sales platform allowed customers to book electric vehicles seamlessly, improving reach and convenience.
 - ▶ **Self-Service Experience:** The Customer Experience Portal empowered users with real-time updates, personalized interactions through Customer 360 (C360), and issue resolution capabilities.
 - ▶ **Partner Engagement:** Dealer Portal enhanced collaboration with retailers and suppliers through instant access to sales bulletins, announcements, and management insights.
 - ▶ **Centralized Learning:** A university-based digital learning management system facilitates continuous learning for business users and partners across geographies.
 - ▶ **Unified CRM Foundation:** Salesforce-based solution served as the single source of truth for customer data, integrating marketing, sales, and service processes.
 - ▶ **Operational Intelligence:** Real-time dashboards, such as Customer 360, Dealer 360, NRPP, and Retailer Sales Performance & Analytics, provide end-to-end visibility into sales performance and business effectiveness.
 - ▶ **Lifecycle Coverage:** Additional modules, such as the Trade-In Portal and end-to-end Delivery Management Tool, support complete vehicle lifecycle management.
 - ▶ **Scalable Architecture:** Tech Mahindra's Salesforce partnership and CX transformation expertise ensured future-ready scalability aligned with business goals.
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Business and Community Impact

The digital transformation delivered measurable improvements across customer experience, operational efficiency, and brand engagement, including:

- ▶ **Enhanced Customer Engagement:** Self-service and D2C portals empowered customers with seamless, personalized digital experiences, increasing satisfaction and loyalty.
- ▶ **Streamlined Sales Operations:** A unified CRM and real-time dashboards improved dealer collaboration, reduced order processing time, and enhanced visibility.
- ▶ **Accelerated Digital Adoption:** The rollout of Salesforce CRM across marketing, sales, and service accelerated digital transformation, enabling omnichannel.
- ▶ **Empowered Workforce:** The digital learning platform ("University") strengthened employee and partner capabilities, supporting continuous skill development globally.
- ▶ **Sustainability Support:** Direct-to-consumer EV booking and service programs reinforced the client's green mobility and long-term sustainability goals.
- ▶ **Brand Consistency:** Centralized portals and communication tools ensured consistent messaging and engagement across regions and customer segments.

About Tech Mahindra

Tech Mahindra (NSE: TECHM) offers technology consulting and digital solutions to global enterprises across industries, enabling transformative scale at unparalleled speed. With 152,000+ professionals across 90+ countries helping 1100+ clients, Tech Mahindra provides a full spectrum of services including consulting, information technology, enterprise applications, business process services, engineering services, network services, customer experience & design, AI & analytics, and cloud & infrastructure services. It is the first Indian company in the world to have been awarded the Sustainable Markets Initiative's Terra Carta Seal, which recognises global companies that are actively leading the charge to create a climate and nature-positive future. Tech Mahindra is part of the Mahindra Group, founded in 1945, one of the largest and most admired multinational federations of companies.

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