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SALESFORCE Auto Cloud & Tech Mahindra

Overview

For over a decade, SALESFORCE™ has been transforming the way the automotive industry engages with its customers and dealers across functional areas - sales, after-sales, service, parts, and marketing.

Tech Mahindra is proud to be one of the few esteemed launch partners for 'SALESFORCE Auto Cloud™' this year - a significant milestone in the industry cloud solution era.

Tech Mahindra's point of view

The diverse product suite from SALESFORCE, built on the highly nimble force.com (Lightning) platform has enabled Tech Mahindra to build and deliver highly scalable tailored solutions for retail and B2B auto business, with speed and agility. One such classic example is a global OEM using SALESFORCE service cloud platform for more than 10 years, serving 40 million+ customers across marketing, sales, and customer service through its 10+ contact centers; as the service cloud module continued to mature over the years, the implementation continued to evolve, moving from classic to Lightning, to implementing some of the advanced features of service cloud like digital engagement and Einstein Vision, to name a few.

Being an automotive industry expert and a SALESFORCE platinum partner, TechM has witnessed several solutions ranging from retail sales, contact centers (customer care and marketing) to portals (dealers and customers) with extensive customizations, built and delivered for a specific business need.

It is noteworthy that most customizations have several commonalities, standards and generalizations that reflect a baseline automotive industry standard.

With more and more automotive customers moving towards SALESFORCE for their CRM needs, the much awaited Auto Cloud, an industry solution from SALESFORCE for the automotive industry, will significantly accelerate implementations delivering outcomes across the value chain, at pace.

As OEMs and dealers embark on their CRM/CX transformation or migration journey, Auto Cloud with its industry standard data model, will provide a wide range of out-of-the-box features that will help accelerate implementations and significantly drive business outcomes through improved adoption and productivity.

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Connected World. Connected Experiences.

Some key functionalities / features that will give a head start to customers with the Auto Cloud include:

- Automotive specific extendable data model
- Configurable vehicle and service consoles for automotive industry
- Dealer visit, performance management, and lead management.

These functionalities are designed to deliver a seamless experience across the spectrum of users: OEM, dealers, and customers, transforming the overall engagement experience.

Quick glance at some of our solutions and accelerators

Touchless Buying

An end-to-end lean configurable lead-to-order process built on Experience cloud integrated with sales cloud to deliver a seamless buying journey. The buying journey follows a guided experience, enabling customers to choose a dealer (optional), schedule test drives based on availability, get a quote, check financial eligibility, and make a down payment. The fully integrated cognitive assistant (built on Einstein bots) is designed to help buyers make best decisions on the drive train and engine.

Vehicle Digital Passport (VDP)

Our vehicle digital passport solution is built leveraging blockchain technology, fully integrated into SALESFORCE that will help buyers make right decisions with used cars – one of the use cases for remarketing. Blockchain technology allows to create track and report history of all events/activities on a vehicle (including finance and loyalty) captured through various touchpoints on SALESFORCE through a simple API call.

Vehicle Service

A complete end-to-end solution built on Experience cloud and Lightning web components (LWC) for dealer's service across vehicle service process – service appointments, vehicle servicing, invoicing, payments, delivery and feedback. The solution is highly portable with simple configuration changes and are mobile friendly (responsive in design)

Warranty & Claims

A point-of-view on a next generation warranty and claims solution co-created with customers, with inputs from our industry experts and Solution architects, that leverages the power of the platform and a host of SALESFORCE products including B2B commerce, service cloud, Mulesoft. The solution driven approach follows a hybrid design interaction and core business layers built on SALESFORCE and an external rules engine driving scale.

Conclusion

Auto is in our DNA. Through years of engagement with customers and partners, our architects and industry SMEs have co-created several point solutions and accelerators like vehicle digital passport (VDP), warranty management, touchless buying, loyalty management, and service appointment management to name a few, that extends the core platform features that can further accelerate and bring value to Auto Cloud implementations.

Having delivered several large transformation and migration programs on SALESFORCE, and with an arsenal of point solutions and accelerators built for the automotive industry, we can help customers seamlessly migrate to the new industry cloud and bring value to their digital transformation journeys.

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