Tech Mahindra

Client Acquisition and Retention Solution for the Japanese automaker

CASE STUDY.

Connected World.
Connected Experiences.

OVERVIEW

A global car manufacturer based out of Japan with a presence in markets across America, Europe, APAC, and the Middle East wanted to leverage the power of digital to improve processes across their business landscape.
They collaborated with Tech Mahindra after considering the depth of domain and technical expertise that could meet their requirements.

CLIENT BACKGROUND AND BUSINESS CHALLENGE

The customer, similar to many automotive manufacturers and dealers, wanted to make significant investments in a variety of consumer-focused digital technologies including tablet-based product guides to improve customer engagement on the showroom floor. However, they faced certain roadblocks:

- Inability to capture the customer voice in real-time
- Data lost/corruption while moving from physical form to digital
- Poor customer experience due to higher lead time

OUR SOLUTION AND APPROACH

- Provided customer experience transformation with paperless sales process (tablet-based solution) which can be used by sales consultants working directly with a client within a retailer showroom.
- Tech Mahindra conceptualized, designed, and developed a client acquisition and retention tool to be used by their sales team working directly with a client within a retailer showroom.
- It facilitates paperless sales process and ensures a consistent brand experience for customers across the globe
- The salesperson can use the interface on iPads, tablets, desktops, or laptops to consult with prospects during the car buying process. The front-end sales tools connect back-end data and support functions needed for the various steps through a sales process providing a seamless experience for the salespeople and clients

BUSINESS & COMMUNITY IMPACT

Tech Mahindra has been helping the customer with development in the US and Canada markets. Being customized for roll out to other markets globally. We ensured:

- Reduction in the sales cycle time
- Increase in sales satisfaction index (SSI) score for infinity brand (by 20 basis points post-implementation in NA region)A user-friendly, consistent, and unique brand experience
- Increase in topline (average 10% increase observed post-implementation across NA and Canada)

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