Digitizing Business Operations for a Swedish Automotive Major powered by Salesforce

CASE STUDY.
OVERVIEW

A Sweden based global leading automobile manufacturer was looking to digitize their businesses. Their primary goal was to improve online sales, customer experience, productivity, and other areas. Tech Mahindra successfully provided a realistic digital transformation with the industry’s top platform salesforce and assisted in the creation of next-generation digital presence for the firm.

CLIENT BACKGROUND

A global automobile manufacturing corporation headquartered in Sweden whose core business is the production, distribution, and sale of luxury vehicles.

CHALLENGES

The primary objectives for this automotive digital transformation were:

• Online Sales – By 2025, 50% of the vehicle sales should be made online
• Customer Experience – End-users ownership experience should be simplified
• Direct to Customer – Before the end of the decade, there will be 5 million D2C partnerships

OUR APPROACH AND SOLUTIONS

Tech Mahindra provided a suite of digital transformation solutions to the automaker.

• The first approach was to launch an automotive subscription program by late 2018, with the goal of automating the contracting procedure for end-users
• Later, followed by its new digital vehicle sales platform, case management, partner community portal, and dealer learning suite was also provided with the automotive subscription program
• Salesforce’s cutting-edge Lightning Experience technology was utilized to create a platform for used cars and dealer’s portal
• We also took care of Salesforce’s whole application portfolio, including development and maintenance
• Salesforce technology stack was extensively used for all solutions
BUSINESS & COMMUNITY IMPACT

• Integrated Experience - Managing the whole SFDC platform, including L2 support
• 360-Degree view for Customer
• Enhanced and Accurate CRM reporting with analytics platform
• Cost Optimization – Prioritizing cost optimization opportunities by value
• Operational Excellence – Automating various process