



**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

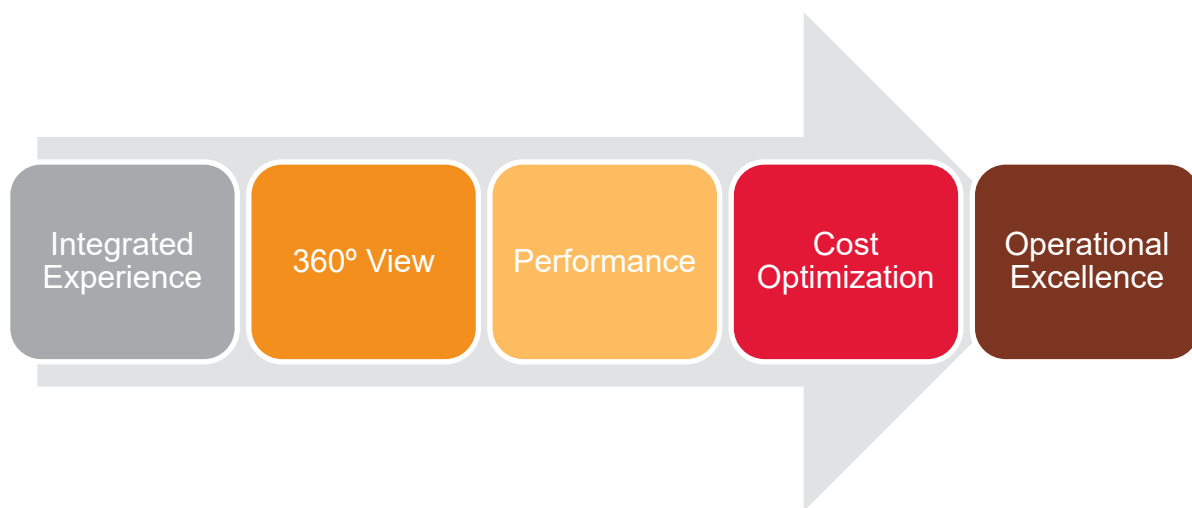
OUR APPROACH AND SOLUTIONS

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



Tech Mahindra



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