SUCCESS STORY

Automotive Global Dealership Organization

Unifying Global Operations Through a Single CRM Foundation

VALUE DELIVERED

- ✓ **Strategic roadmap development** and advisory services.
- ✓ Global **stakeholder alignment.**
- ✓ **Embedded delivery** team model.
- ✓ Licensing and **governance optimization.**
- ✓ **Cross-regional execution** expertise.
- ✓ **Business continuity** throughout transformation.

Customer Profile

A leading automotive dealership operating across multiple international markets sought to create a unified operating model following a major acquisition. **The company serves millions of users** and works with tens of thousands of business partners.

Challenge

- ✓ **Consolidate two mature CRM** environments into a single global platform.
- ✓ **Harmonize sales and service** processes while accommodating regional requirements.
- ✓ Migrate large volumes of customer, dealer, sales, service, and **operational data.**
- ✓ Improve operational efficiency through **standardization and automation.**
- ✓ Maintain **business continuity** throughout a high-risk transformation program.
- ✓ Create a **scalable foundation** for future growth and acquisitions.

Outcome-Driven Solution

- ✓ Designed and implemented a **unified Salesforce Sales & Service** platform serving as the operational backbone for a global marketplace model.
- ✓ **Standardized business processes** across regions while supporting localized requirements.
- ✓ Consolidated customer and dealer information into a **single source of truth.**
- ✓ Delivered **large-scale CRM data migration** and integration across business systems.
- ✓ Implemented **Experience Cloud self-service** portals to improve support scalability.
- ✓ Introduced **workflow automation,** governance, and operational standardization.

Unified Global CRM

Scalable operating model supporting future growth and acquisitions

A Single Source of Truth

Standardized operations across regions while supporting local market needs

PRODUCTS

- **Sales Cloud**
- **Service Cloud**
- **Marketing Cloud**
- **Experience Cloud**
- **MuleSoft**

Customer Adoption

- ✓ **Unified teams** across Sales, Service, Finance, IT, and Operations around common processes and shared data.
- ✓ Enabled **real-time collaboration** across multiple regions through a shared Salesforce environment.
- ✓ Supported **training, transition, and change management** activities to ensure business continuity.
- ✓ Increased **access to information** through dealer and customer self-service portals.
- ✓ Established a **scalable operating model** adopted across global operations.

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