HOW INFOSYS LEVERAGES SALESFORCE CRM TO BOOST AUTOMOBILE SALES

Infosys®
Navigate your next

Digitization has transformed retail sales across industries and product categories. e-Commerce platforms have simplified the purchase journey for customers – from enquiry to after-sales service. Digital natives, now accustomed to the webroom experience and online services, seek the efficacy and convenience of digital solutions in the process of purchasing a vehicle.

Digital consumers prefer sellers who:

share reliable information

offer a convenient user experience

facilitate smart purchase decisions
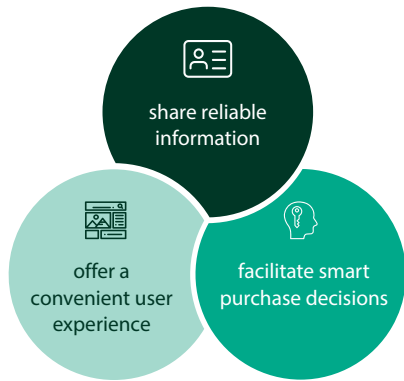
Industry forecasts reflect this shift in consumer behavior among car buyers. The global automotive e-Commerce market, including components and spare parts, is estimated to grow from US$ 75.28 billion in 2022 to US$ 213.08 billion by 2029, according to Fortune Business Insights.

Automotive manufacturers are pivoting to the direct-to-customer (D2C) channel for accelerating sales and rationalizing costs. The digital sales model not only supports build-to-order product strategies – an imperative for Western European markets – along with after-sales service but also enables OEMs to:

better manage the customer experience

decrease costs by streamlining the delivery supply chain

distill consumer data insights

increase agility to respond to evolving market conditions and customer preferences

The foundation of this digital ecosystem is a seamless IT infrastructure that allows OEMs to engage with customers in real time.

Legacy private clouds lacked the agility to integrate digital channels. So OEMs were challenged to cultivate a relationship with existing and potential customers given their siloed sales processes and fragmented distribution networks, which made it difficult to serve millions of customers across regions.

Salesforce Solution

The traditional Salesforce CRM solution suite offered standardized systems to manage global sales, after sales and marketing processes. It also enabled automakers to adapt consumer engagement to digital commerce and DTC sales, while strengthening offline channels.

The new 'Salesforce Automotive Cloud' is built on the platform and provides additional benefits, including:

1 A **360-degree customer** view, which offers a personalized, consistent and seamless customer experience across touchpoints

2 A **revamped lead generation** and prioritization capability

3 **Marketing automation** for targeted campaigns, personalized communications, and the ability to measure real-time success of campaigns

4 **Real-time customer data** and enhanced collaboration toolsets for sales teams

5 **Advanced analytics** capabilities to evaluate market trends, sales performance, and customer satisfaction

6 **Advanced integration possibilities** with enterprise IT systems to provide a unified, end-to-end view of the customer journey

A customer-first ecosystem powered by Infosys

As a strategic Salesforce partner, Infosys offers support services for the Salesforce technology stack, including the Salesforce CRM platform comprising Sales Cloud, Service Cloud, Marketing Cloud, Experience Cloud, and the Automotive Cloud.

> In the first phase of a Salesforce CRM implementation project, Infosys engages with business stakeholders to better understand core sales and service processes.

> The next priority is simplifying processes and the architecture, which eliminates redundant systems and enables de-duplication of cloud-native services in Salesforce.

> The extensive use of one API architecture, Heroku APIs, and other standard APIs helps integrate critical business functions, which is an imperative for D2C sales.

A simplified yet robust and secure architecture supports process optimization as well as automation tools and microservices for sales and marketing. At the same time, scalable, plug-and-play APIs reduce the effort for developing interfaces for new services.

In addition, we adopt a template-driven approach for multi-market Salesforce CRM implementation. It helps in building a minimum viable product for the core functional and business processes, standardizing processes, and streamlining global operations.

Infosys combines templatization with automated CI-CD pipelines to reduce deployment time, improve time-to-market, and enhance application performance. Further, our templates for data migration and error processing framework boost data quality and minimize data loss.

In a global CRM solution implementation, Infosys typically targets 80% reusable/core components and 20% market-specific customization. It maximizes code coverage, reduces regression cycle, and addresses local requirements while saving costs on unnecessary customizations.

We also use pre-built connectors for integration, and multiple in-house tools and accelerators for seamless solution delivery in multiple markets. Notably, we leverage Infosys Cobalt cloud artifacts to integrate advanced Salesforce capabilities such as Einstein Analytics to enhance the direct sales strategy.
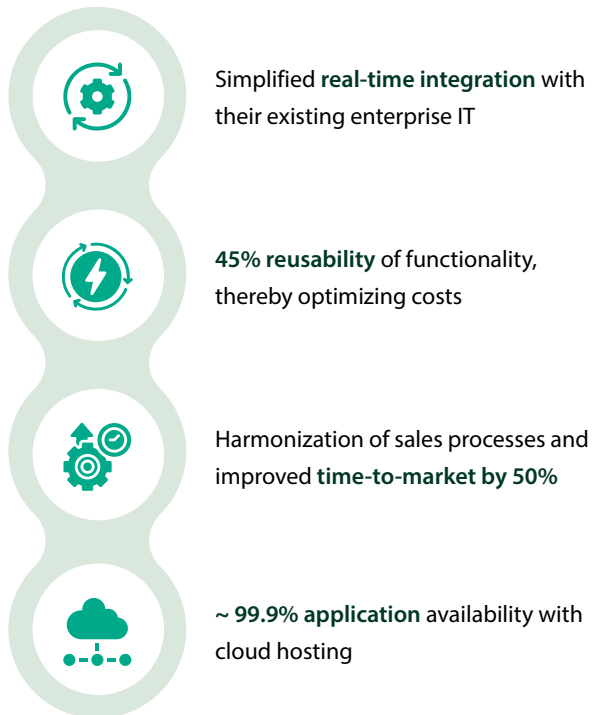
Case Study

Luxury carmaker fulfills orders faster with salesforce CRM-based D2C model

A global manufacturer of premium automobiles sought an advanced digital platform for managing sales, after sales and marketing processes . The enterprise envisioned a unified CRM solution for core products as well as finance, insurance and mobility solutions/services to customers, franchisees and dealers.

Infosys conceptualized and redesigned the entire CRM architecture to reduce infrastructure dependence and maximize scalability and stability. Our teams built reusable core components to implement a Salesforce CRM-based D2C sales strategy.

Our approach enables:

Simplified **real-time integration** with their existing enterprise IT

45% reusability of functionality, thereby optimizing costs

Harmonization of sales processes and improved **time-to-market by 50%**

~ **99.9% application** availability with cloud hosting

Finally, and most notably, the one API architecture reduced annual licensing costs by EUR 0.5 million

Key results achieved within months

1
The solution was rolled out in nine markets within a year. It offered multilingual support to a user base of more than 8 million customers and a global network of wholesale and retail partners.

2
The new sales model led to a 10% increase in lead generation and helped the carmaker deliver 1,000+ cars within 45 days of launch. Significantly, it reduced the window for order completion – from booking to order delivery – to just 14 days.

3
The next step: enhance the Automotive Sales Cloud to further improve the user experience and build an end-to-end customer journey while deploying advanced analytics to gain a 360-degree customer view.

Authors

Ruchir Budhwar
Industry Head

Siddhartha Das
AVP – Group Manager – Client Services

Infosys®
Navigate your next

For more information, contact askus@infosys.com

Infosys.com | NYSE: INFY

Stay Connected