

# CASE STUDY

Mercedes-Benz Financial Services works with Infosys to arm its dealers with Apple® iPad™ for Enhanced Customer Experience

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## Overview

Mercedes-Benz Financial Services USA LLC ("MBFS") provides financial solutions to Mercedes-Benz customers and dealers across the US. MBFS is one of the leading captive financial services providers in the world. Business policies and practices of MBFS place the highest priority on customer satisfaction through innovative products and services

## Business Situation

MBFS aimed to achieve a strategic first-mover advantage in the automotive world, by enabling its dealerships with advanced technology and sales momentum, providing quick decision-making and speedy conversion of prospects into customers. It wanted to maintain Mercedes-Benz's premium brand position in the market, deliver an expedited shopping experience, and bring the financing process to the showroom floor, thus enhancing customer's buying experience.

## Business Challenges

Being a pioneer poses its own challenges. While MBFS was the first in the auto-finance market to leverage the iPad, there were many factors that needed to be considered for a successful rollout of the device such as –

1. Expectations for the iPad release were set even before iPad was launched in the market, therefore the team did not have sufficient technical details to develop applications to support it
2. Additional validation was needed due to assumption-based development
3. The iPad Operating System (OS) was not compatible with some document types and applications had to be planned accordingly
4. The tablet format being relatively new, MBFS needed to train its dealership personnel in iPad usage and application features

## Infosys Solution

The Infosys solution provided MBFS with access to its existing proprietary point-of-sale (POS) application called MB

Advantage that is browser independent and at the same time works on the iPhone OS. This approach ensured that features made available on iPad are also accessible from iPhone – which was another first in Business-To-Dealer domain. As part of this initiative, the team implemented Safari webkit and the latest W3C standards in the existing MB Advantage application. In case of specific compatibility issues for existing features such as support for specific document types, the solution provided specific alternate handling for requests coming in from iPad/iPhone. The personalized launch option solution for MB Advantage enabled MBFS to create an enhanced brand experience on the iPad. Post implementation, MB Advantage is accessible on various browsers and Operating Systems in addition to iPad / iPhone.

## Why Infosys?

MBFS chose Infosys due to its deep experience on the Apple platform. Infosys has made significant investments in its Apple Center of Excellence (CoE) a group focused on developing solutions on the Apple tech platform. This ensures that mobile offerings for different

platforms can be launched quickly from conceptualization, implementation, and solution validation through deployment stages.

Infosys has a dedicated team focused on researching advanced capabilities on mobile applications that are applicable

across various industries such as retail, telecom, etc. It aims to identify business processes that deliver the utmost value and identify appropriate tools and technologies for the relevant business.

### A versatile tool that helps drive dealer sales – cool isn't it?

Apple® iPad™ is a revolutionary mobile consumer device that is extremely popular for browsing the web, reading and sending emails, enjoying photos, watching videos, listening to music, playing games, reading e-books, presentations and much more. But the more innovative companies are benefiting from this experience to make their businesses more efficient and enhancing customer experience.

## Benefits

The solution provides a competitive advantage to MB dealers by increasing their service levels through a more flexible financing process as well. A quote can be created for a customer in the field and the credit application can be submitted while taking a test drive. On-the-spot financing deals can be closed faster without having to go back and forth between field inventory and dealership office, thereby making the process more efficient. The application even ensures that loyalty customers are informed of eligible programs. It ensures instant access to marketing programs for specific models and increased speed and efficiency on the return of lease vehicles. Prospective buyers can use the application solution to locate the nearest dealer, contact a customer service representative and see what is new from MBFS.

“MB Advantage on iPad solution will help us create a new channel and the next level experience for our dealers. Infosys partnered with us in making this happen in a very short time line while navigating through many unknowns. Thanks to ‘team Infosys’ for helping us implement this unique ‘Industry first’ solution.”

- Harish Magal, Manager ITM, Mercedes-Benz Financial Services.

As part of the mobile strategy in the Business-To-Dealer domain, this solution has translated into several key benefits for MBFS. It is one of the first companies to adapt the consumer-oriented iPad as a mobile business tool.

1. It leads to lowered costs due to reuse of existing application infrastructure – thereby avoiding large scale investments.
2. It ensures a higher productivity of its dealer sales team with the implementation of new tool for the dealers.
3. It enhances customer experience as information on options and programs are available real time while experiencing a Mercedes-Benz vehicle at dealership points. It also increases credibility with customers with new products and features displayed on the iPad.
4. It ensures a positive impact on volume as sales conversion time is reduced.
5. It provides technology-based competitive edge over competition in the captive auto finance space.

## Customer Says

“Infosys solution enables MB dealership personnel to benefit from wireless mobility, quicker access to information and flexibility. It shortens the sales cycle enabling faster and better decisions and interactions. Above all, it provides our customer a unique experience that they are expecting from Mercedes-Benz Financial.”

- Gary L Bell, Sr. Manger ITM, Mercedes-Benz Financial Services.

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