



**Top 10**  
in customer  
experience 2024

## Case Study

# Driving Auto Brand Growth with **End-to-End Salesforce Automotive Cloud Development**

We helped Chinese autobrand **rapidly grow by scaling their current operations** to achieve a top 10 customer experience ranking.

GlobalLogic implemented a set of Salesforce solutions including **Salesforce Automotive Cloud** to meet client's ambitious growth goals.

# Maintaining Fast Growth for Auto Brand with End-to-End CRM Implementation Using Salesforce Automotive Cloud

This Chinese auto brand was growing so rapidly in Australia that they needed to implement a robust CRM and customer service platform to maintain competitive advantage.

Their objective was to become a top 10 auto brand (in customer experience) in Australia in 2024 with further plans to reach the top 5.

We developed Salesforce CRM system for the client, keeping in mind the prospective vision, which included **scaling current operations** to meet product demand; **accelerating product development** for the local market; **institutionalization of the robust case management process**; and **adopting an effective rollout** through a well considered roadmap.

## Value created

Ensured that Salesforce was designed to meet the needs of different business functions considering the long-term vision.

After a careful evaluation, we selected Salesforce Automotive Cloud with the following components:

- Service Cloud for the client's omni-channel Contact Center for Case Management;
- Experience Cloud to deliver a Dealer Portal with Lead Management;
- Salesforce Knowledge to assist case resolution;
- MuleSoft for data integration with various Dealer Management Systems (DMS) and existing platforms;
- Service Voice for integrated customer experience when calling the Contact Center.

## Impact

- The solution quickly **provided sales and service managers with direct access to critical information** such as vehicle data, customer details, work order records, and incidents raised.
- It integrated with surrounding systems to provide the centric view of customers and **improved employee experience at Contact Center** using automated customer identification and case resolution steps, **along with customer experience** through faster and more accurate service resolution, higher rate of case resolution.
- The **CRM system provides more information for dealers to service customers** in lead and sales cycle. It helped to reach **fewer errors with single source** of truth by using one system and a golden customer record.