Enabling a New Revenue Stream for Luxury Cars Vendor through a Premium Loyalty Program

12
months
customer program introduced as a "pay as you go" service

GlobalLogic enabled a luxury Japanese automaker to create a **new revenue stream beyond traditional vehicle sales.**

Utilizing **Salesforce Marketing Cloud and SAP** we enabled a unified customer experience through integration with multiple data sources.

The project provided continuous service availability, ensuring no downtime during the launch.

Creating a New Revenue Stream with Brand Engaging Premium Loyalty Program for Luxury Vehicles Owners

A luxury Japanese automaker planned to launch a **12-month customer membership program** within the Salesforce CRM platform that would deliver premium benefits as a part of their loyalty program.

To ensure smooth functioning of the program, we made platinum benefits available to all luxury vehicle owners as an additional package at purchase (either through self-serve customer direct in-app or web payment or via Dealer Finance) and enabled the purchase of the membership for any vehicle model owner.

This program provides customer access to premium brand services such as on demand hire, valet parking at numerous locations around Australia, airport lounge passes etc.

Value created

- Developed a detailed project roadmap with the client using Confluence and Jira to ensure all aspects of the migration were thoroughly planned and tracked.
- **Managed & coordinated the discovery and delivery with three different vendors**, multiple external business partners & technical stakeholders.
- **Delivered the new service with no down time or business disruption,** ensuring continuous availability of critical applications and services.
- **Prepared detailed design documents**, which covered test execution results and user guides for training and business-as-usual modes.

Impact

- Created an opportunity for the client to have a **new revenue stream** outside of their traditional vehicle sales by implementing this program as a "pay as you go" service.

- Enabled a **unified customer experience through integration with a website**, a customer facing application, Salesforce Marketing Cloud and SAP along with Blackthorn payments and Stripe as the payment gateway.