ORACLE SALES AND SERVICE CLOUD FOR AUTOMOBILE INDUSTRY

A Case Study

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Executive Summary

Automotive sales is growing at a rate of more than 3%[1] and the automobile Repairs and maintenance business is growing at a CAGR of more than 5 %[2] in 2018 globally. The competition is getting tougher with new models from multiple automobile manufacturers-vying for a space in the market and showrooms. Companies are investigating ways to increase their revenue by sale of automobiles and also by sale of service and spares. Further, companies aim to differentiate their offerings by providing an excellent customer centric after sales support.

Spectrum7 (with Oracle partnership), have been implementing a state-of-the-art Sales and Service application on Cloud that not only captures all leads and tracks different stages of leads until a customer is acquired but also ensures that once the customer is acquired there is a sustained relationship built with him and opportunities created for after sales service
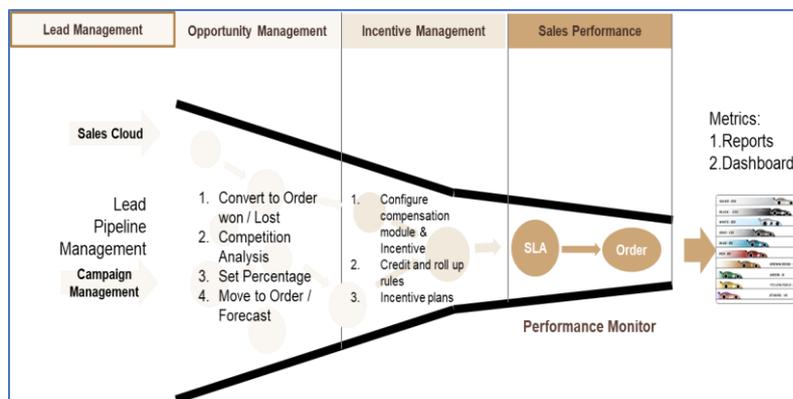
Spectrum7's Sales Cloud Implementation:

Spectrum7 has worked with leading automobile manufacturers, distributors and franchises in India and in Middle east and have helped their businesses grow onward and upward by understanding their pattern of sales and customer behavior. It has helped capture the leads from multiple sources by entry or direct connect to databases and assign them to related sales executives or service executives for follow-up activities to convert them into opportunities of sales. It helps the executives to plan their daily calendar and line up their tasks and notifies them of important meetings with clients and schedules meetings. Gives a dashboard view to their managers for effective follow ups in their territories and helps to plan and execute sales campaigns customer segment wise. Automobile sales and service revenues can be measured for each executives/ territory against the target and monitored with incentive plans. Customers have benefitted in sustaining and improving their sales through the successful implementation of the Oracle Sales engagement cloud immensely.

Spectrum7's Service Cloud Implementation:

Spectrum7 has implemented Oracle Service Cloud for multiple customers in India and Middle East. This includes mapping more than 1000 service engineer activities revolving around customer centricity. Spectrum7's unified methodology integrates Oracle Sales and Service Cloud with information flowing from sales cloud about the customers and the assets they buy into the service cloud for the service team to have a complete view at any point of time. Every service engineer has her customer details on her mobile and every customer activity is

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[1] Forbes
[2] Future Markets

notified to her instantly alleviating the need for her to call office and ask for status/for spares inventory/for a customer contact details. Call centers can instantly know which customer is calling and can address them by the vehicle they use and give them solutions instantly from knowledge base or raise service requests instantly and assign them to the related service engineers.

360 Degree View of the Customer
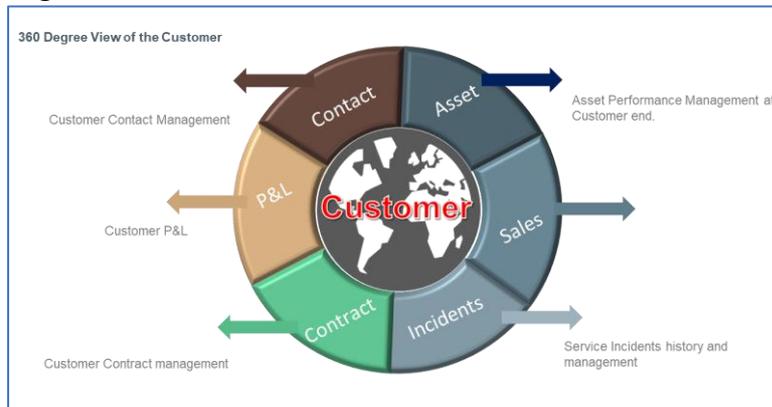
The service engineer gets the service request in her mobile and can accept it or can reassign to another engineer who is free. The customers are also notified at every stage of the service and are kept appraised until their requested service is closed satisfactorily. Customers of the automobile dealer can view incident status, get alerts on insurance dues, and receive first-hand knowledge on the vehicle they have bought, new vehicle launch informations, documents pertaining to their vehicles etc. These are obtained through a custom portal.

Spectrum7's mobile application has been custom built exclusively to work with Oracle Service Cloud. The mobile application is the need for any automobile service engineer to communicate and transact with his customer and his office in this new age.

Oracle Service Cloud implemented by Spectrum7 has helped its customers deliver a world class service to its customers in turn, integrate their vehicle information on real time basis to the service cloud and get a complete 360° view of their customer assets.

Advantages

1. Customized sales activities mapping for different automobile sectors and its varied customer segments
2. Unique offering in the market that brings intelligence to service platform through its mobile application
3. Modular architecture helps integration of Sales and Service functions seamlessly
4. Tailored IoT devices that can integrate with service cloud to get real time information of customer assets.
5. Automated reporting as well as service tickets raising and issue resolution.
6. Understanding of the automobile market and experience in installation of customized solutions through Oracle Sales and Service cloud.