

CUSTOMER EXPERIENCE IN AUTOMOTIVE

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COMPANY OVERVIEW

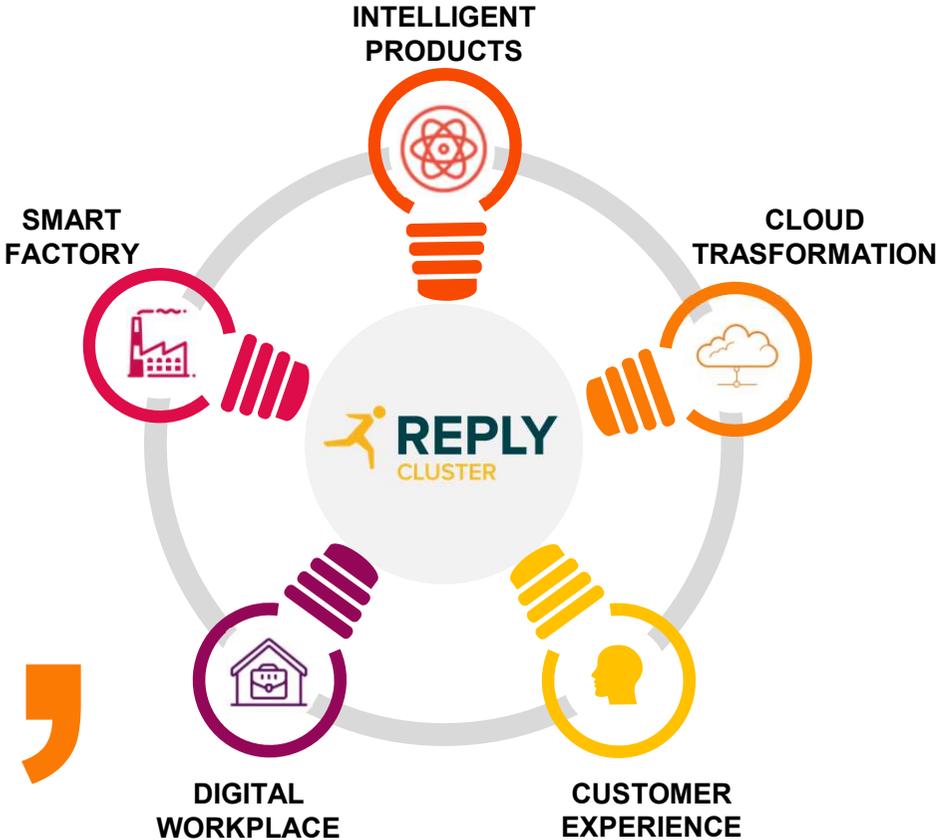


CLUSTER REPLY

MISSION & OFFER



To be a Player for automotive companies that want to undertake a digital transformation process on Microsoft technology





Winner Microsoft Partner of the Year

Italy





2020/2021
INNERCIRCLE
for Microsoft Business Applications

MANUFACTURING
AUTOMOTIVE

FINANCE &
INSURANCE

RETAIL
CONSUMER GOODS

UTILITY MEDIA
CONSTRUCTION

HEALTHCARE



Competence, Methodology
& Experience

International projects
& global presence

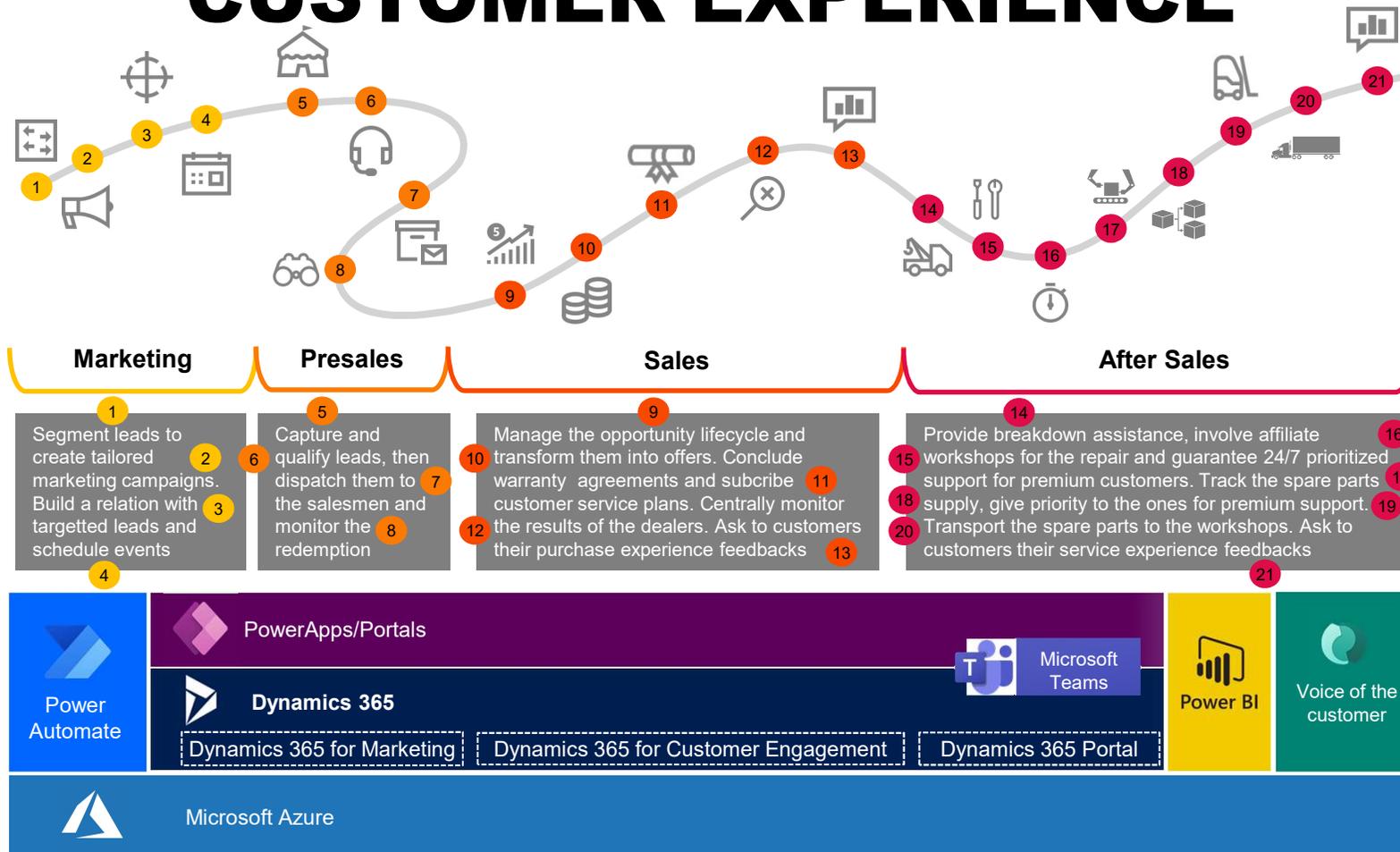
Vertical solutions
& integration

Leveraging on Reply
Network

CUSTOMER EXPERIENCE IN AUTOMOTIVE



CUSTOMER EXPERIENCE



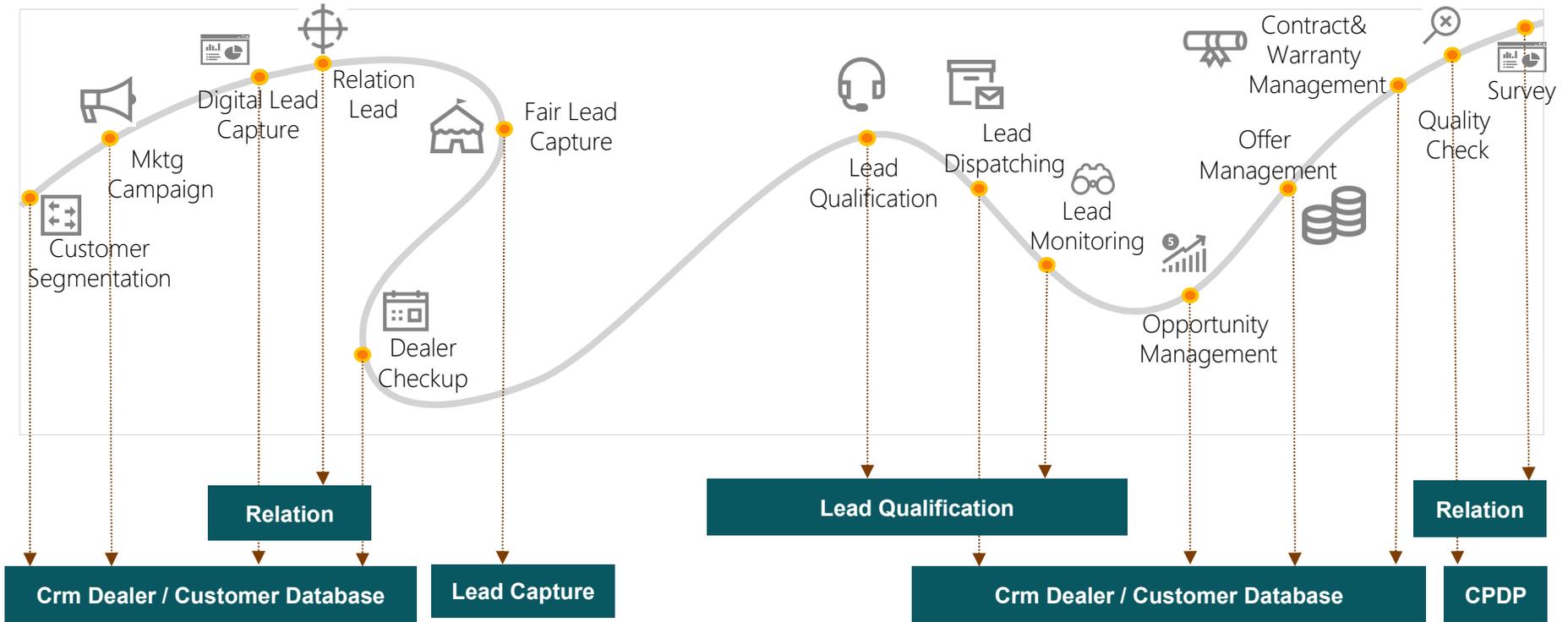
CUSTOMER SUCCESS STORIES





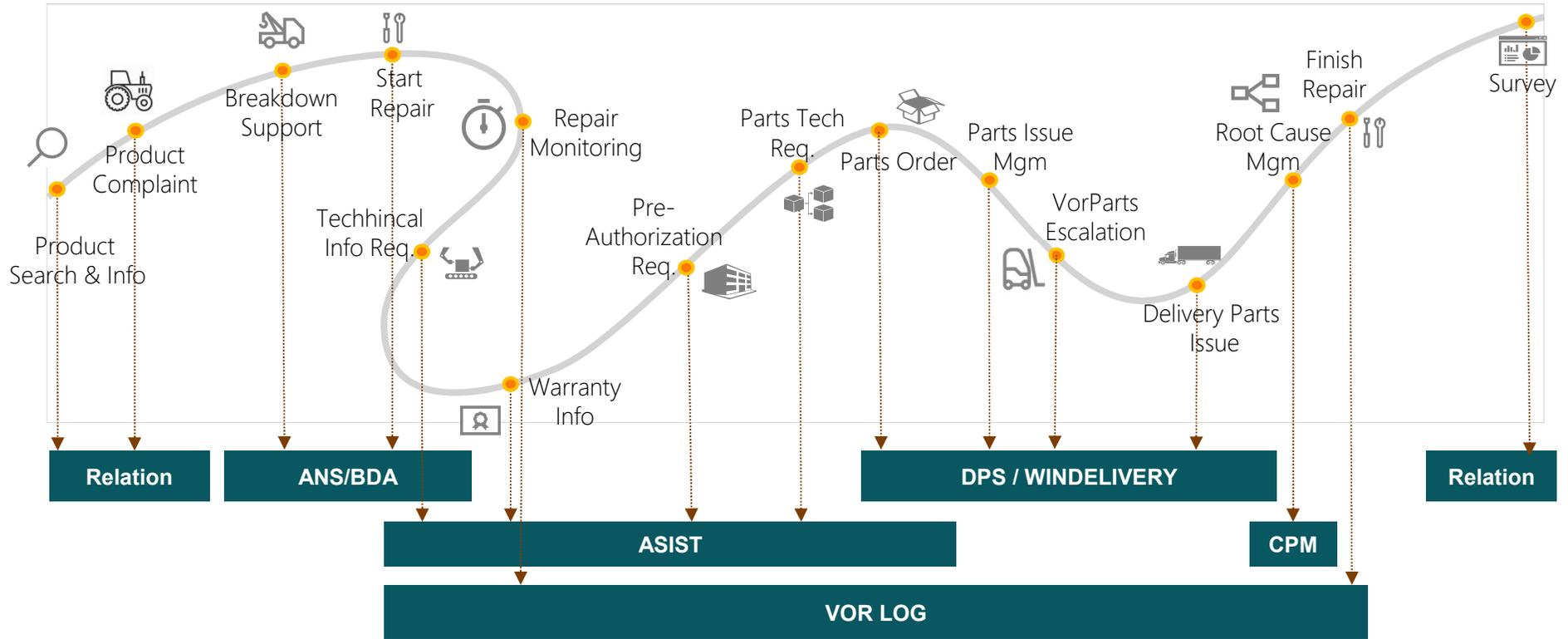
DYNAMICS ECOSYSTEM

SALES & MARKETING





DYNAMICS ECOSYSTEM AFTER MARKET



LEAD CAPTURE AND LEAD QUALIFICATION

DYNAMICS CRM | IOS | ANDROID

INDUSTRY: AUTOMOTIVE

- “ CNH Industrial is a world leader in the capital goods businesses. CNH Industrial sells agricultural equipment, construction equipment, trucks, commercial vehicles, buses and special vehicles:
- 65.000 employees and more than 80.000 dealers in 160 countries in all continents
 - 15 Brands managed including New Holland, Case and IVECO

”

CHALLENGES:

- Implement Lead Capture & Lead Qualification Processes (Portals, Communities & Contact Center)
- Create a new central Customer DB and Lead Distribution on Dealer Network
- Restructure World Wide Support Contact Centers for End Customer, Dealer and Employee
- Implement Sales Force Automation and Forecast Process

SOLUTION:

Based on Microsoft Dynamics CRM 2011, Portals and Communities Web 2.0 on Sharepoint 2010, Integrated with SAP, Microsoft Reporting Services reports generation
 8 Infrastructure Servers, 9 Application Servers, 6 DB Servers
 H24x365 Operations
 Pre-production environment on demand

TECHNOLOGIES: .NET | DYNAMICS CRM | IOS | ANDROID | XAMARIN FORMS



CRM DEALER

CRM SALES AND MARKETING

INDUSTRY: AUTOMOTIVE

“ As a major player in the global transport world, Iveco is an international leader in the development, manufacture, marketing and servicing of a vast range of light, medium and heavy commercial vehicles. IVECO is the biggest Italian truck manufacturer.
15 Markets, 265 Dealers, about 2500 users, 3.2 Million Customers; 6.5 Million Vehicles

”

CHALLENGES:

- Create a new CRM system for Dealer Network
- Support dealer Sales and Marketing activities in a new central CRM vision.
- Obtain a new source of customer and marketing data.
- Manage Lead Qualification and Customer Marketing Campaign centrally and on Dealer environments

SOLUTION:

Initially based on Microsoft Dynamics CRM 4.0, now migrated to CRM 2011
Integrated with BI, DMS and Portals on Sharepoint 2010
Microsoft Reporting Services reports generation
7 Infrastructure Servers, 10 Application Servers, 8 DB Servers
H24x365 Operations
Pre-production environment on demand

TECHNOLOGIES: .NET | DYNAMICS CRM



BREAKDOWN ASSISTANCE DYNAMICS CRM

INDUSTRY: AUTOMOTIVE

“ CNH Case New Holland is a world leader in the agricultural and construction equipment businesses. 28,100 employees and more than 11,000 dealers in 160 countries
5 Brands, 10 EU markets + NA, LA e IR

SOLUTION:

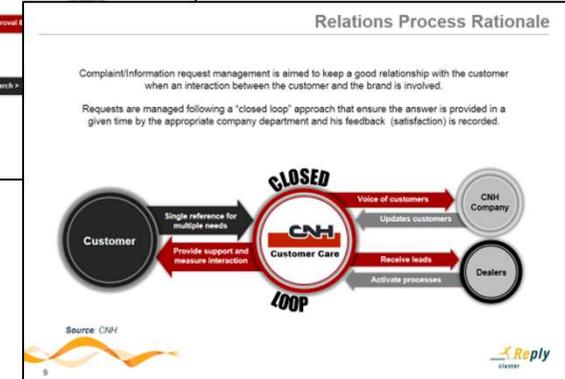
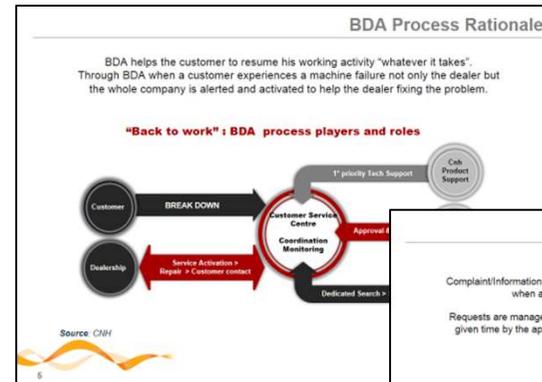
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TECHNOLOGIES: .NET | MICROSOFT CRM

CHALLENGES:

Migrate BDA & Relations business processes from the current PeopleSoft CRM platform to MS Dynamics CRM 2011
BDA & Relations are processes to support Customers in case problems, therefore very critical for Customer Care, Brand Image and Customer Loyalty
Worldwide project with 3 Regions involved, different key players, 3 call centers, 10 languages to be managed and different systems to be integrated
A mobile platform to allow CNH Managers to monitor and work on Cases when not in the office

”



ANS 24 LATAM

SYSTEM FOR CNHI CUSTOMER CARE IN LATAM

INDUSTRY: AUTOMOTIVE

“ *CNH Industrial is a global leader in capital goods that implements design, manufacturing, distribution, commercial and financial activities in international markets*
63,000 people in 66 manufacturing plants and 53 research and development centers in 180 countries
12 brands from tractors and combines to trucks and buses

”

CHALLENGES:

IVECO offers a 24 hours, 7 days a week roadside assistance program called Assistance Non-Stop. To support this key service, IVECO has invested heavily in the Customer Centre, the first point of contact that helps the Customers to keep their vehicle on the road, providing assistance in 36 European countries and from 2019 also in Latin America countries.

The project wants to build a new CRM Organization (ANS24 LATAM) to give to Customer Centre Agents a system where store all the details of a request for assistance and work done to assist a driver in trouble

SOLUTION:

Reply customize Microsoft Dynamics 365 Online using Field Service and Voice of the Customer modules to manage IVECO requests for assistance. ANS24 LATAM system is integrated with DMD (Dealer Master Data) to receive dealer and dealership staff master data, SAP to receive vehicle and warranty information, VECTIO to track the position of mobile workshops at real time

TECHNOLOGIES: .NET | MICROSOFT DYNAMICS 365 | AZURE | FIELD SERVICE | VOICE OF THE CUSTOMER



RECALL MANAGEMENT TOOL

SYSTEM FOR CNHI CUSTOMER CARE

INDUSTRY: AUTOMOTIVE

“ *CNH Industrial is a global leader in capital goods that implements design, manufacturing, distribution, commercial and financial activities in international markets*
63,000 people in 66 manufacturing plants and 53 research and development centers in 180 countries
12 brands from tractors and combines to trucks and buses

”

CHALLENGES:

The project wants to build a new CRM Organization (Recall Management Tool) to:

- Standardize and manage Recall Campaign processes for communication purposes versus End Customer
- Ensure that End Customers are informed on Safety Campaign that involves owned vehicles

SOLUTION:

Reply customize Microsoft Dynamics 365 Online to manage Recall Campaign process for Iveco and Iveco Bus brands.

Reply implements an enrichment process tool with the information coming from different sources (DMD, SAP, CRM Dealer, ANS)

TECHNOLOGIES: .NET | MICROSOFT DYNAMICS 365 | AZURE



THANK YOU

www.reply.com

