



## Siebel Automotive Sales & Marketing Implementation Project

**The Client:** A global multinational corporation and conglomerate

**The Problem:**

- Homegrown disparate systems in each department within the organization making it difficult to have a 360-degree view of the customer.
- Marketing process was paper-based and it was difficult to track sales activities because data was distributed across multiple disconnected systems

**The Need:** There was a need for an integrated CRM, Marketing and Sales system

**The Solution:**

- Siebel Automotive 7.8 application, Siebel Marketing 7.8 and Siebel Analytics 7.8 based applications were integrated with each other and with other customer information source systems.
- This provided the client with a centralized system for
  - Accurate, complete and consolidated customer information.
  - Tracking of sales tasks from inception to closure.
  - Execution of effective marketing campaigns leveraging accurate customer information
- Siebel product's out-of-the box features were strongly considered during the business process flow analysis and design. By effectively utilizing these features, based on client's needs, we were able control the overall implementation schedule.
- We reduced the unnecessary complexity and customization and built a CRM system, which leveraged Siebel's best processes and helped the client align itself to follow these processes and become more efficient in its sales and marketing cycles.

**The Benefits:**

- Optimized business flows for work distribution and tracking for the service group
- The ability to extend intelligent, targeted sales offers based on customer profile information
- A defined process for tracking sales activities from lead generation to customer creation using a single system
- Access to the latest customer information, allowing for more effective marketing campaigns
- Significant value to the client, by building a comprehensive CRM system in a short span of time.