

Providing effective solutions to your consumer data problems

One of the most recognised and respected automotive companies. Operating in most countries throughout the World with millions of cars sold annually. *(Due to the supplier agreement we are not permitted to publish their name but can discuss in any face to face meeting).*

The Challenge

- An online data ordering system used by main dealerships for campaigns had been developed by another company but they were falling short in a number of areas.
- Of key concern was the amount of time it was taking to get changes implemented, which in turn was impacting on user uptake.
- Account management provided by the incumbent supplier was slow in their response to requests or even basic queries.
- A more client focused approach was needed that could expedite changes, new versions regularly being released and increased appeal to users.

Our Solution

- Our senior planners and systems developers were assigned to the project to oversee migration from the incumbent.
- An extensive testing program was created to help ensure, when the system went live, there were no problems experienced by users.
- A dedicated account manager assigned, backed-up by our account management team (of 6 personnel) who were all fully trained on the system.

The Result

- Migration and release of system to users achieved ahead of schedule.
- Turnaround times for changes halved when compared to the previous supplier.
- User numbers increased as did user satisfaction underlined by the fact there were zero complaints from users.
- Our dedicated account manager undertook training for new users, a task previously done by the client themselves.