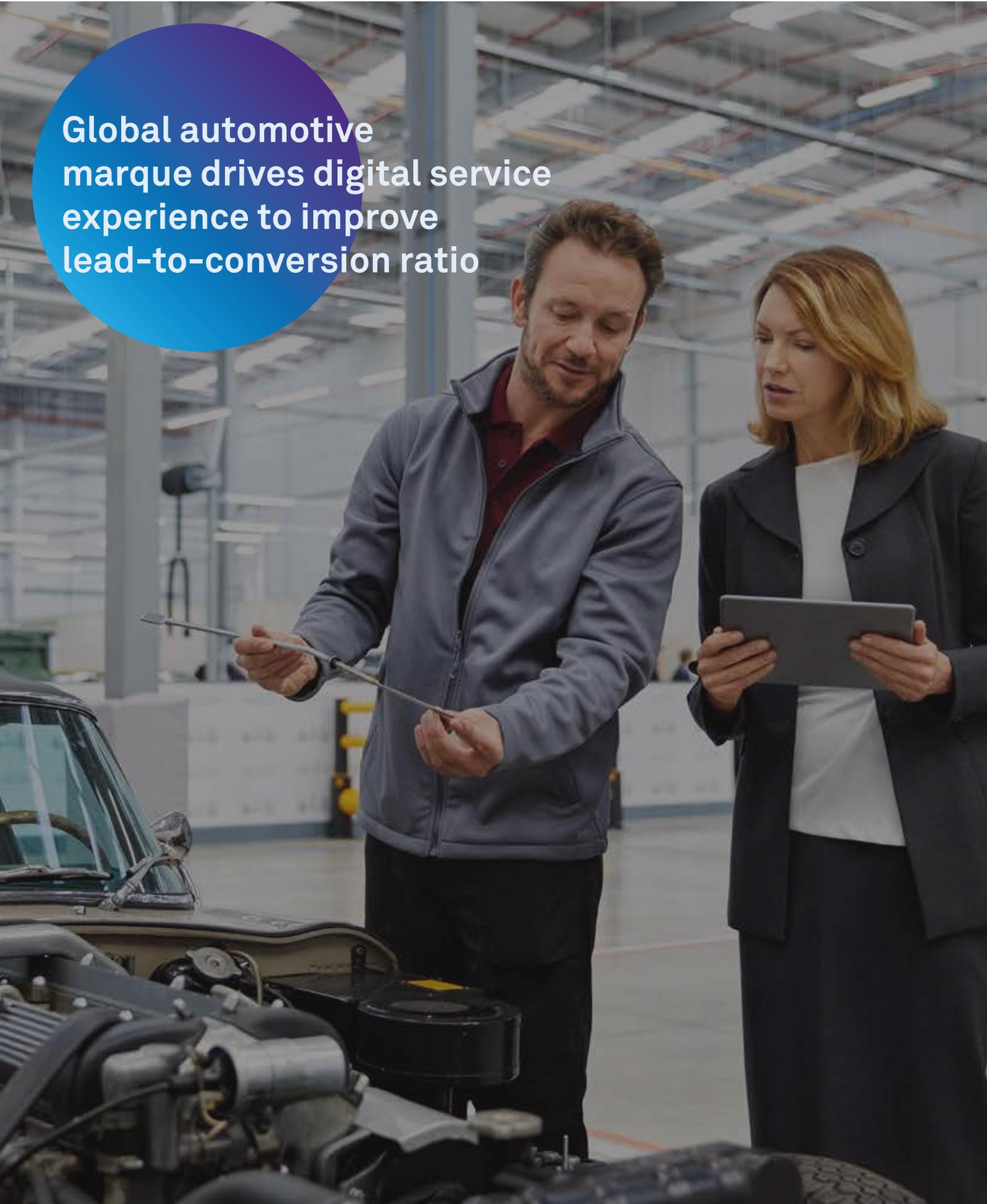# Global automotive marque drives digital service experience to improve lead-to-conversion ratio

Client background

- **Client: A global automobile marque**

- **Industry type: Automotive**

- **Products / Services / Core Business: Automobile, trucks, buses, high-end vehicles**

- **Geography / Areas of operations: India**

Challenges

The client had a cumbersome, manual and inefficient lead management process that lacked contact management, partner management and test-drive management capabilities. Without improvements, the client would not be able to realize its sales potential. There was, therefore, an urgent need to improve lead management across three vectors:

Integrating partner websites and applications with its CRM

Improving the quality of data in its existing lead monitoring and qualification system

Design and capture follow-up activity for leads

To truly enhance its sales outcomes, the client also needed a portal with sales tools, data and insights to guide its consultants.

Solution

Wipro transformed the client's Sales and Service Lifecycle Management Solution (lead management) by implementing Oracle Sales Cloud along with Outlook and 3rd-party website and application integration.

Wipro integrates Oracle Sales Cloud with 3rd-party systems, leverages data to create smooth customer experience with 100% increase in Lead Potential Realization

The integrated system provided easy navigation and intuitive workflows with a complete omni-channel digital service experience for customers that spans inquiry, test drive, purchase, service booking and service delivery.

In addition, a Test Drive Management module and a data-driven portal designed for the client's sales consultants added to the ability to close sales.

Business impact

The Oracle Sales Cloud solution has made the entire customer experience smooth with:

100% increase in Lead Potential Realization

50% increase in the "inquiry to test drive" conversion ratio.

The portal for sales consultants has driven a 60% increase in productivity while helping improve the sales and service delivery experience for the customer.

The solution provided additional capabilities by capturing data to simplify lead reviews and enabling sales monitoring at the company, regional and individual level.

"Integrating the value chain and leveraging data with Oracle Sales Cloud has been central to establishing a new level of seamless customer interaction and accelerating sales for the client. In a high-touch customer environment, the organization could now improve their sales outcomes with this data-driven solution."

Siva Subramanian,

General Manager & Practice Head,
Oracle Technologies,
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