

# IBM Dynamics 365 Template for Automotive

Re-invent your customer experience  
and accelerate your digital transformation



Helps improve  
lead conversion rate

The Automotive Industry is facing enormous challenges that stem from concerns over sustainability, disruptions from new technologies, regulatory forces, new types of partnerships, and a radically shifting workforce. In addition to reinventing the role of the vehicle in consumers' daily lives, the industry is shifting away from a manufacturing and dealer model to a service-oriented model complete with mobility services and partial ownership. In order to facilitate this change, it is essential OEM's have control and full visibility of the customer and vehicle lifecycle.



Helps improve  
customer satisfaction  
and Net Promoter Score

IBM Dynamics 365 Template for Automotive addresses these challenges by connecting the dealer process with the OEM through a shared lead, sales, customer service and marketing process, underpinned by customer and vehicle master data. This enables a consistent customer journey, surfacing a 360 view of the customer and vehicle to the OEM to enable automated digital communications and a superior level of customer service. The template also includes an approach, underpinned by methods and templates, to accelerate a multi country roll out of these components to maximise solution value and impact.



Helps reduce costs and secure  
productivity gains through  
application consolidation

The IBM Dynamics 365 Template for Automotive distills the work of 100+ resources over 3 years into repeatable templated components to accelerate your deployment, decreasing your time to value.

## **Improve lead conversion rate with dealer Lead Management**

The dealer management components provide a pre-built template to rapidly enable a portal capability built on Power Apps Portals linked to Dynamics 365. Portal forms are pre-configured surfacing leads and associated activities, sales opportunities, test drives, contacts and vehicles. In addition to this, dealer specific Power BI dashboard templates are provided to enable the tracking of assigned leads and current statuses. In order to ensure timely lead follow up, a granular SLA process is included with the capability of defining multiple SLA's on a country by country basis. Further automation is provided through lead assignment rules.

## **Improve customer satisfaction and NPS with 360 view of the customer and marketing automation**

The core of the IBM Dynamics 365 Template for Automotive is a 360 view of the customer. This data model is designed to interface with a Master Data Management solution, dealer management and vehicle management data systems to consolidate an accurate view of the customer. This powers automated digital marketing communications and high quality customer service interactions with the national OEM.

## **Reduce costs and secure productivity gains by consolidating applications**

The IBM Dynamics 365 Template for Automotive helps to consolidate applications through using a single platform, however this consolidation needs to be repeated in multiple countries in order to realise the full-scale cost savings. In order to facilitate this, the template includes a multi country roll out method encompassing readiness assessment, teaming approach and technical governance model. This is underpinned by Azure DevOps and tools to automate Dynamics 365 deployment tasks and automated testing. Other tools are included to join multiple instances too: Instance to instance record transfer and multi-language translation enable records to pass to and from country deployments making sure the customer does not fall between country boundaries or get lost when being passed up or down the escalation chain.

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