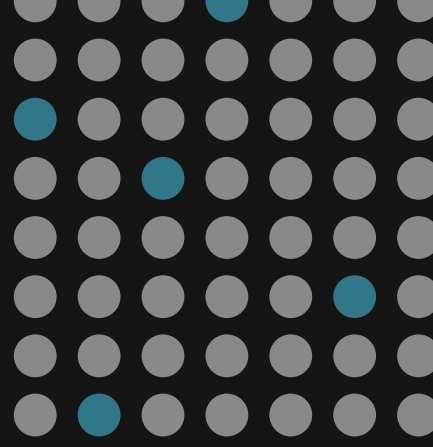


Building an **Intelligent BI System** for a Leading Auto Manufacturer





The struggle:

- **High resolution time of Customer Complaints (Sales & Services).**
- **Low Enquiry to Retail Conversion Rate**
- **60+ days delivery time for confirmed retail**

What we did:

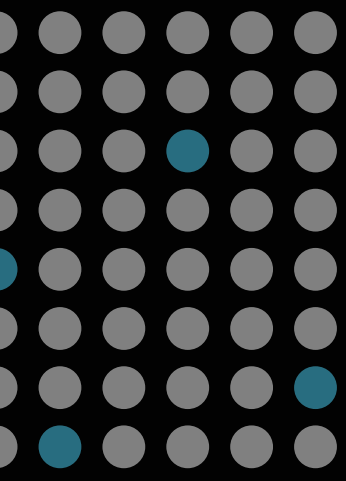
A robust **Business Intelligence System** was set-up to provide real-time data insights.





The Outcome:

- Upto **80% reduction** in average complaint resolution time and **50% reduction** in customer complaints
- Enquiry to Retail Conversion went up from **35% to 90%**
- 90% deliveries of confirmed retail went down from **60+ days to upto 15 days**



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