

# **Building a clever **Business Intelligence System** for one of the renowned Auto Manufacturers**



## ABOUT THE COMPANY

This leading auto manufacturer came to India in 2017 with a capital investment of 2 billion USD with an aim to produce approximately 300,000 units per year. With its dynamic designs and futuristic products they had a strong vision to capture the Indian market. Gradually with their popularity a large number of enquiries got registered everyday and they wanted to ensure that no enquiry was wasted and converted to retail in time. For higher conversion rates and better customer experience this leading auto manufacturer established a BI System and Team. Computers did its best to support them in this digital transformation journey.

## WHAT CALLED FOR THE TRANSFORMATION ?

This leading manufacturer was using their in-house CRM and **data management platform** for data storage and management. However **an analytical layer** was missing completely which was imperative **to provide real-time business insights** at various levels and help them channelize better decision making.

## OUR APPROACH

To cater to this need, we took a discovery approach going through their existing architecture and identified one of the top business intelligence platforms that helped the C suite to make real-time business decisions.

Our team of experts identified 5 major modules which were designed to achieve this desired need:

1

Sales

2

After Sales

3

Complaints  
(Sales) Module

4

Complaints  
(Service) Module

5

Dealer  
Evaluation  
Program (KDEP)



# CHALLENGES AND SOLUTIONS

## CUSTOMER COMPLAINTS (SALES & SERVICES)

### ! CHALLENGE:

- Complaint data from dealerships was getting stored in CRM. A dedicated team was aligned to run analysis over the same in Excel formats and then share it ahead.
- Complaint resolutions SLA's were managed manually, which led to a huge gap in adherence to resolution times.
- Lack of monitoring in terms of aging complaints and Average resolution time of a complaint was
  - In Sales- 10-12days.
  - In Services- 6 days
- Also no. of complaints generated
  - Per 100 customers in Sales was 9
  - Per 1000 customers in Services was 8

### 💡 SOLUTION:

- We developed a **business intelligence system** for them which provides **real-time data insights** to business users helping in proactive actions.
- We automated the escalation SLA's at N+2 / N+3 (Regional Manager(RM) and 7 days and above(to Head office(HO) to bring down the overall SLA's.
- Aging of tickets monitored along SLA's brought the **average resolution time** of complaints:
  - From 10-12 days to 2 days for sales department
  - From 6 days to 4 days for services department
- Regularly monitoring the top reasons for complaints and subsequently taking actions brought the no. of complaints generated:
  - From 9 days to 4 days for sales department
  - From 8 days to 7 days for services department

## ENQUIRY TO RETAIL CONVERSION RATE

The business monitors majorly 3 key KPI's

- Booking Vs Enquiry
- Retail Vs Enquiry
- Retail Vs Booking

### ! CHALLENGE:

The data was in excel format, which was difficult to drill down further





## **SOLUTION:**

The sales module of this leading auto manufacturer now automatically tracks online/CRM enquiry and ensures every opportunity is actioned upon.

Our developed **BI system** is making it possible to track these 3 KPI's and **analyze the lost enquiry, lost booking and lost retail**. This also gets drilled into the reasons of the loss like-lost to competition, Faster delivery, Pricing issue or customer getting better deal etc.

Analysis of which car is getting booked more and what preference the customer is choosing like color, make and model **helps as an input to forecast sales and plan production accordingly**.

### **DELIVERY OF CONFIRMED RETAIL**

#### **CHALLENGE:**

Once retail was confirmed, the delivery of the vehicles was taking more than 3+ months. This was creating an inferior user experience and was also a factor in losing confirmed bookings.

**25-30% deliveries of confirmed retail was happening at 60+ days**

#### **SOLUTION:**

Continuous monitoring of the 'Delivery to Confirmed retail' KPI, enabled business decisions that helped KIA to bring 90% of deliveries within 0-15 days of confirmation.

## **BRINGING A VALUABLE DIFFERENCE**

The organization witnessed a significant increase in the efficiency of its primary processes which are critical for their business. The power of being able to manage the data properly and real-time decision making started reflecting in the over-all business immediately. We are happy to effectively contribute to this transformation and business growth.



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