



Case Study

Redesigning Dealer Portal for a Leading Auto Manufacturer's Financial Services

LTI leveraged remote design workshops to create a portal delivering superior dealer experience for the leading auto manufacturer's finance services.

Business Challenges

The non-dynamic portal, absence of performance dashboards and huge reliance on manual interventions & follow-ups resulted in a prolonged turnaround for the client. Additionally, the involved parties faced the major issue of using multiple portals for related information.

What we did?

Conducted design process & strategy workshop capturing 150+ roadmap features segregated for development over three years.

Interviewed 18+ personnel spanning across eight business units of the organization.

Designed new dealer portal comprising of 135+ desktop screens spanning across three OEM brands with new-age customizable performance dashboards.

Leveraged 70% out-of-the-box Salesforce functionalities and 30% customization for quick turnaround of MVP roll-out.

What was achieved?



A completely revamped Salesforce, reducing manual interventions, encouraging expedited turnaround times, enabling better user experience.



Improved dealer experience future-proof screen designs, product portfolio screens, knowledge.



New user experience strategy aimed at 30% retention for the current year & 50% in the next three years.

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