



## Case Study

# Delivered Superior Dealer Experience Using Design-Driven Process for a South Korean Automobile Manufacturer

LTIMindtree leveraged Remote Design workshops to create a new Automobile Dealer Portal. As part of the empathy session, we interviewed 18+ personnel spanning across eight business units of the organization, mapped user journeys, identified pain points, and derived insights to design the portal.



## Client

The client is a Canadian Capital (Finance) Division of a South Korean Automobile Manufacturer.



## Challenges

- ▶ A non-dynamic portal involving more than 10+ manual processes
- ▶ High reliance on in-person follow-ups and telephonic updates
- ▶ Ineffective and hard-copy reporting practices



## LTIMindtree Solution

- ▶ Captured 150+ roadmap features to be segregated for development plan spread over three years
- ▶ Leveraging 70% out-of-the-box Salesforce functionalities and 30% customization for quick turnaround of MVP roll-out
- ▶ Created dynamic dashboards offering real-time performance insights and decision-making powers through insights and data



## Business Benefits

Improved dealer experience through new portal design: **Self-Service (Registration), Future-proof screen designs a , and Product Portfolio.**

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