



## Case Study

# Pega-Based Vehicle Recall for Leading Japanese Automotive OEM Based in US

Leading Japanese Automotive OEM based in US wanted to have a system that efficiently manages campaigns across the Recall process which also integrates with various systems tracking Parts, Service Engineering, Auto Sales, Carfax, Experian Image system, mailing system and other systems to exchange VIN.



## Client

The client is a Japanese Multinational Automotive Manufacturer based in the US.



## Challenges

**To have a single system that efficiently manages campaigns across the recall process.**



## LTIMindtree Solution

- ▶ Pega-based Campaign management system used primarily to launch Campaign/Sub-campaigns related to any vehicle recall (service, parts - airbag, break issue, etc.) or other marketing activities.
- ▶ It interacts with various internal and external systems for exchanging VIN, Customer and Campaign related information.
- ▶ A single source of truth related to VIN and Customer information for all Campaigns.
- ▶ Salesforce Marketing cloud solution (on service cloud) is used to perform mass outreaches.
- ▶ Ability to create, setup, launch, manage and report (MI) campaigns. The system is also used to create, trigger internal and external notifications related to campaigns.
- ▶ The Campaign Management system integrates with CRM, Warranty, Parts, Service Engineering, Auto Sales, Carfax, Experian, Image system, mailing system and other systems to exchange VIN, Customer & Campaign information.



## Business Benefits

**600+**  
Live campaigns  
managed from this  
core system.

Foundational  
solution easily  
extensible to  
include promotions.

Regulatory  
compliance achieved by  
standardizing templates  
and automated  
communication  
cycles.

Improved data quality  
resulting in efficient  
analytics adoption.

Reduced TCO with more  
than 40% costs saved.

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