

Case study

Enhanced Dealer Performance, Higher Sales for US-based Luxury Automobile Manufacturer

Client

Our client is an automotive manufacturer of a progressive line of innovative luxury vehicles in North America.



Challenges

While being a very established brand in the luxury automobile industry, our client wanted to further grow and expand its market share in North America. However, the company's dealer operations had limited visibility into dealer effectiveness. They were also limited in the ability to mine and institutionalize improvement protocols to increase dealer sell-through due to heavy outdated and manual-intensive processes.

The client needed a solution that provided real-time visibility into the dealer's book of business while enabling the development, execution, and measurement of business plan effectiveness for regional field sales teams.

LTIMindtree Solution

LTIMindtree conducted a series of design thinking workshops to elicit critical capabilities and experiences required to support organizational growth ambitions. The new application enabled and empowered field sales teams. It combined operational data, dealer planning, schedules, and activity management. This information was harmonized with the dealer performance and forecast data.

The solution created a dealer scorecard. All dealer-centric KPIs were real-time and provided recommendations and guidance to support business development activities. It generated a holistic view of the business, as well as capabilities for individual and team performance management for field operations.

The field teams can now collaborate directly with the dealers on the mobile devices and provide guidance and improvement suggestions to support increase in dealer sales.



Business Benefits



25% increase in
dealer sales growth.



30% reduction in field
operations administrative churn.



Increased dealer
forecast accuracy.

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