



Mazda and Suzuki distributor increase customer's loyalty with the help of Dynamics AX technology

AUTO International is official distributor of Mazda and Suzuki in Ukraine, the company with 100% Japanese investment. The company is official player of automotive market in Ukraine since 1994 as official distributor of Mazda and since 2000 - official importer and distributor of Suzuki.

Goals

- Migrate to the new technology platform
- Build full range customer service environment
- Increase the level of customer satisfaction through personalization of proposition

Industry

Auto distributor

Country or Region

Ukraine

Number of Users

100 employees

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AUTO International Technology Environment

ERP system	Microsoft Dynamics AX 2012 R3
Deployment strategy	On premise

“CRM-solution based on Microsoft Dynamics AX 2012 R3 - fast-tool to improve performance of our company and provide easy access to information through friendly user interface. The system allowed us to unify work with end customers’ requests. Today, working with any of our dealers, customer will get the same high level of service according to the highest demands of the importer.”

Julia Sivak,
MAZDA Department Director, AUTO International

Most important for Customer were satisfied customers and dealers. Rich functional capabilities of Microsoft Dynamics AX and OntargIT professionals’ high skilled qualification allowed to solve such issues as formation and automation of history of impersonal requests, activities history, history of potential sales as well as number of other business processes, that provide company significant advantage over the competitors.

The main targeted areas and required functionalities of the project were:

- Distribution and retail sales of vehicles and spare parts managed through CRM solution;
- Automated tasks’ creation and their follow-up by dealers’ employee (Technical Diagnostic reminder, after sale calls);
- Unified, structured according to the Spare Parts Management requirements dictionary, with secure access for dealers;
- Serious attention was paid in ensuring opportunities for dealers. They are able to place their orders for vehicles and spare parts on importer’s web-site, track inventory of models and spare parts on other dealer’s warehouses, place warranty claims, track status of all orders and requests, use analytics.

Benefits:

- Single customer base provided secure access for dealers;
- Centralized history of every customers’ requests and warranty services, through dealers included;
- Ability to provide and control the same high level services working through the dealers;
- Decrease time of analytical reports creation.

