



Case Study | Customer Experience Management

SYSTEMS SYNCHRONIZED FOR BETTER CUSTOMER EXPERIENCE

TATA TECHNOLOGIES WAS INSTRUMENTAL IN SUPPORTING THIS AUTOMOTIVE GIANT BY IMPLEMENTING A CUSTOMIZED IT SYSTEM THAT ENSURED SYNCHRONIZATION BETWEEN DEALERS AND CLIENTS WHILE ENSURING CUSTOMER SATISFACTION AS THE PIVOT.

THE CHALLENGE

The client was confronted by an issue of synchronization between their pivotal business operation units:

- Data source was restricted, since there were only a selected few warranty registered customers

- Challenge of rapidly expanding channel partners
- Important link with the customer was missing

THE COMPANY

A Japanese public multinational – a manufacturer of automobiles, motorcycles and power equipment – that has been operational since 1959. The organization is also a renowned manufacturer of internal combustion engines and features among the top ten manufacturers in the world.



THE SOLUTION

- Instrumental in creating an application that managed critical transactional elements
- Built an analytical application that complemented the transactional application created
- Implemented a pilot project for multiple dealers associated with the client
- In-house Analytics Decision Framework, customized predictive and/or consultative models were executed, along with program management activities
- Actionable recommendations and implementation roadmap were shared with the client

THE RESULT



Last mile inventory connectivity deduced



Close to 450,000 vehicles sold per month



2 million+ vehicles serviced per month



An expected 1000 dealers to be added within the current set-up in the future

ABOUT US

Tata Technologies is a global engineering and product development IT services company that is focused on fulfilling its mission of helping the world drive, fly, build and farm by enabling manufacturing companies across the automotive, aerospace and industrial heavy machinery verticals realize better products and drive efficiencies in their businesses. There are two components to our value proposition – managing and delivering outsourced engineering services and products for our manufacturing clients, and helping them identify and deploy technologies that are used to conceptualize, design, validate, build, test, benchmark and realize better products. For more information, visit www.tatatechnologies.com.