

Case Study | Connected Enterprise IT

CUSTOMER EXPERIENCE MANAGEMENT

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

THE CHALLENGE

The client was confronted with an issue of synchronization between their pivotal business operation units.

- Restricted data source since there were only a select few warranty registered customers.

- Rapidly expanding channel partners.
- Missing important link with the customer.

THE COMPANY

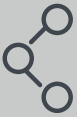
A Japanese public multi-national manufacturer of automobiles, motorcycles and power equipment that has been operational since 1959. The organization is also a renowned manufacturer of internal combustion engines and features among the top ten manufacturers in the world.



THE SOLUTION

- Instrumental in creating an application that managed critical transactional elements.
- Built an analytical application that complemented the transactional application.
- Implemented a pilot project with multiple dealers associated with the client.
- Incorporated critical feedback from the pilot project and provided actionable recommendations.
- Developed a distributed help desk management system to ascertain a customer-centric approach to business.

THE RESULT



Last mile inventory connectivity deduced



Close to 450,000 vehicles sold per month



More than 2 million vehicles serviced per month



1,000 dealers expected to be added to the current setup 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.