

Tyre giant uses SuiteCRM for their marketing strategy across Europe



Summary of Aims

The tyre giant, a multinational organisation with 100+ manufacturing plants across the globe, was looking for a CRM that could break down silos and move all information into one central database, which would in turn provide them with a better understanding of the complete customer life cycle, to communicate more effectively with them and to drive all marketing channels and activity in a coherent, organised fashion. The ultimate aim was that the CRM system would drive sales, increase customer loyalty and increase the value per customer through a programme of organised and results driven communications.

Key items for implementation:

- Creation of a single database expanding across all markets and locations
- Database to be accessed across all customer facing business units
- Accessible and usable by retailers, marketing and partners
- Diverse and complex reporting and easy access to data-capture Scalable to the future business including acquisitions
- Ensure data is compliant and legal

The Challenge

The existing CRM systems employed by the client were originally set up to operate as an effective fulfilment system which was managed and maintained by each site individually, with any ad hoc marketing activity performed in isolation by each location. They have traditionally not had significant direct contact with the end users of their products.

In this new digital age, our client required a new CRM system, which could support the business in providing a coherent and co-ordinated marketing strategy to help transform the business and their current practices. With twenty percent of the vehicles in the world using our clients product, the end user reach is immense.

CUSTOMER NAME:

Not available. This is a real case study, and the customer agreed upon an anonymous case study.

CUSTOMER DETAILS:

Offices, manufacturing plants and R&D facilities in North America, South America, Europe, Asia, Africa, and Australia

ORGANISATION TYPE:

Privately Held Manufacturing Company

EMPLOYEES:

100,000+ Employees

SUMMARY OF KEY BENEFITS:

- Consolidated, centrally maintained database for its sites across Europe
- Increase of conversions to sales by increasing the visibility of the brand, driving consumer consideration for their products/services
- Optimised use of marketing budgets and channels

The Solution

Extensive research was conducted by our clients marketing agency in London, in order to find the right company to deliver on all of the clients requirements.

After a consultation and review period, SuiteCRM was short listed along with two others; SugarCRM and SAP Cloud. After various meetings, project proposals and product development days, it was decided that SuiteCRM was the perfect fit for the complex requirements and SalesAgility, the driving force behind SuiteCRM, the best company to carry out the implementation.



SuiteCRM by design covered the fundamentals outlined in the clients requirements. The system's basic principles enable records to be updated and accessed through multiple sites and channels, providing different permissions and restricted access to users or outlets, all of which are captured and maintained in a centralised database with exceptional reporting and analysis modules.

Working closely with the client and their marketing team, a variety of enhancements were created and implemented into SuiteCRM to meet the clients business requirements.

The tyre giant now has a consolidated, centrally maintained database for its sites across Europe. The CRM is now being updated through a variety of touch points using both internal and external sources, across multiple channels. This new omni-channel customer structure will help to increase conversions to sales by increasing the visibility of the brand, driving consumer consideration for their products/services and optimising the effective use of marketing budgets and channels.

The new system is fully scalable and can be updated to include additional sites, channels or products in the future. It is also dynamic enough to meet the ambitions of the business in the near future if they need to diversify further

About SuiteCRM

SuiteCRM is the world's most popular open source CRM with over 800.000 downloads and an estimated 4 million users world wide. Main features include sales, marketing and service modules. SalesAgility is the driving force behind SuiteCRM and the logical option for enterprises and organisations looking for professional SuiteCRM services, such as migrations, consulting or training. SalesAgility offer with SuiteASSURED a total care package for SuiteCRM.

For more info, as well as a free demo, check out: www.suitecrm.com