

Case Study

Tyre Giant Uses SuiteASSURED

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Tyre giant uses SuiteASSURED for their marketing strategy across Europe

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

PROJECT GOALS:

- 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.

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. This unified database would, in turn, provide them with a better understanding of the complete customer life cycle, communicate more effectively with them and 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 accessibility across all customer-facing business units**
- **Access and usability for retailers, marketing teams, and partners**
- **Diverse and complex reporting with easy data capture access**
- **Scalability for future business growth, including acquisitions**
- **Ensuring data compliance and legality**

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 client's product, the end user reach is immense.

The Solution

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

After a consultation and review period, SuiteASSURED was short listed along with two others; SugarCRM and SAP Cloud. After various meetings, project proposals and product development days, it was decided that SuiteASSURED was the perfect fit for the complex requirements.

SuiteASSURED by design covered the fundamentals outlined in the client's 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 the CRM to meet the client's 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 1.7 million downloads and an estimated 5.8 million users worldwide.

It offers a cost-effective, flexible platform that helps organisations manage relationships and automate processes across sales, marketing, service, and reporting.

As the developers behind SuiteCRM, we specialise in delivering bespoke solutions and professional, end-to-end services. For organisations seeking additional assurance, we offer SuiteASSURED - a fully supported, secure version of SuiteCRM with a comprehensive total care package.

To learn more or schedule a personalised demo, visit: www.suitecrm.com