

Case Study

Lead Capture and Customer Interaction at Auto Shows Improves With Custom BlackBerry Wireless Solution



Company: Scion, a division of Toyota Motor Sales, markets a line of vehicles developed for a younger generation of consumers. The company showcases their three Scion models at 40 auto shows across the US every season.

Industry: Manufacturing - Automotive

Region: Americas

Company Size: Large Enterprise

Email Environment:
IBM® Lotus® Domino®

Type of Solution: Sales Force Automation and CRM

BlackBerry Partner Solution: Auto Show Tool from DHAP Digital

Business Challenge: Scion, a division of Toyota Motor Sales, wanted a method of improving lead capture and customer follow-up at auto shows. Several earlier solutions failed because of cumbersome, hard-to-use technology.

Solution: The Auto Show Lead Tool was built by technology partner, DHAP Digital, for the BlackBerry Enterprise Solution™. It connects customer data gathered at auto shows with backend sales CRM systems to offer an easy-to-use transactional clearing house for sales leads.

Results:

- Better lead capture
- Opportunity to close more sales
- Improved business metrics
- Leverages existing IT investments



 **BlackBerry™**

The Challenge: Strengthen Ties Between Customers and Salespeople

The Scion division is a forward-looking team committed to using innovative technologies to reach its youth-oriented Scion brand customers.

In 2004/2005, they began looking for a way to establish a stronger link between customers at auto shows and Scion dealers. They wanted to close the gap between customer interest and dealer responses, to better capitalize on customer relationship and sales opportunities.

Scion relied on the expertise of their technology consultant, DHAP Digital, to develop the custom application. They chose to build a custom application with their partner because they wanted to leverage existing investments in two desktop-based applications already built by DHAP Digital – the Auto Show Lead Tool and Lead Processor.

By leveraging these technologies, Scion hoped to cost-effectively add value to its technology for another business group.

Laying the Foundation

The Auto Show Lead Tool was designed to meet four goals:

- In a no-pressure format, capture customer information at auto shows
- Identify the dealer closest to the customer
- With the customer's permission, forward their details to their local dealer to follow-up
- Gather overall sales lead data for corporate analysis

Over the years, Scion had experimented with various ways of meeting these goals, including handwritten business reply cards, kiosks and Tablet PCs. "We've always wanted to come up with some sort of lead generation and collection tool that product specialists can use," says Adrian Si, Interactive Marketing Manager. "We didn't like kiosks because they are often hit and miss and we can't always get an Internet connection at the shows. The Tablet PCs were big and cumbersome and the handwriting input was hard to use."

Working together, DHAP Digital and Scion established a strategy team, which included product specialists, to determine the best approach. They came up with the idea of using BlackBerry® devices to create a wireless data solution since the company was already familiar with BlackBerry technology for their executive team.

"As a company, we already knew and used BlackBerry," says Si. "BlackBerry is prolific in the marketplace and we thought it was smarter to go with a proven technology and adapt it rather than trying to take something that didn't exist and build it from scratch."

"Everyone is familiar with BlackBerry. When our customers see the product specialists pull out a device to help them, they immediately think its cool."

~ ADRIAN SI, Scion, Interactive Marketing Manager, Toyota Motor Sales

Partner Profile:



Company: DHAP Digital

- Develops, implements, maintains and supports custom Internet-based software solutions and back-end technologies
- Project managers, architects and developers assist with the strategic evaluation, selection and deployment of technology
- Designs, builds and deploys custom application software; and integrates with off-the-shelf and legacy proprietary systems

Featured Product: Auto Show Lead Tool

Application Type: Sales Force Automation and CRM

Business Value:

"They understand our IT environment and our expectations. I expect a lot from DHAP Digital in terms of delivery. They worked closely with us and it was a collaborative process, but when it came down to it, they researched it, checked to see if our idea was feasible and then ran with it."

~ADRIAN SI, Scion Interactive Marketing Manager, Toyota Motor Sales

For more information, visit www.dhapdigital.com

Cultivating Customer Relationships

DHAP Digital designed a simple form that captures customer lead information and sends it into the existing backend Sales Lead Processor. While talking with a customer, the product specialist easily inputs their contact details and product interest into their BlackBerry device.

By tapping into the online Dealer Locator, and with the customer's permission, contact information is sent to the closest dealer for a follow-up call. "At Scion, we like the leads to be generated by the customers themselves," says Si. "If a customer approaches one of our product specialists, they send the lead over-the-air into the system and it is routed to the dealer they have selected. Once the dealer gets the email, they can have a response waiting for the customer within hours – even before they get home from the show. It's an opt-in approach."

Almost immediately, the product specialists noted a decrease in the amount of time it took to gather information and a decrease in customer wait time at shows. "They love BlackBerry because they feel empowered," says Si. "They like that when a customer asks for more information they can take care of it right away. BlackBerry means that our product specialists can now cultivate a relationship with the customer, and satisfy their requests electronically during the auto show."

Another factor was image. With a variety of form factors, BlackBerry devices appeal to a wide variety of users who consider themselves technologically savvy. "Everyone is familiar with BlackBerry," says Si. "When our customers see the product specialist pull out a device to help them, they immediately think it's cool."

Since auto shows can be located in highly reinforced structures that interfere with network signals, DHAP Digital also developed a way to make sure the Auto Show Lead Tool was useful both in and out of coverage. Information is entered as a basic lead and stored in the BlackBerry device until the product specialist is back in coverage and the BlackBerry devices can upload the data to the backend server.

Lead Capture and Business Analysis

With this solution, Scion gained its first reliable lead capture tool for analyzing Scion customers. When they started doing auto shows for Scion, there was no way of sending leads back to a dealer. They also had limited visibility of the effectiveness of their marketing efforts in various markets.

"We now have a reporting tool, with reports we can access on our desktop computers, we can see how many leads were generated at a show," says Si. "That helps us understand if there are any regional differences in buying patterns. The Scion brand was launched at different times in various markets and with this tool we can get an accurate picture of how awareness of the brand translates and is increasing."

The speed of receiving this data has also increased. Instead of waiting a month for data to be aggregated, sales executives now receive weekly sales lead updates to better understand their customers' purchasing decisions and demographics.

For more information on BlackBerry solutions, visit www.blackberry.com/go/success

Results

Better Lead Capture: Product specialists are improving their service to customers by capturing more leads for follow-up.

Opportunity to Close More Sales: The new solution offers the potential to close more sales since customers are better connected to dealers. Customers are waiting less to have dealers follow up with them.

Improved Business Metrics: Lead capture information is aggregated on a weekly rather than a monthly basis, improving business optics and marketing analysis of the Scion customer.

Leverages Existing IT Investments: By integrating the solution with existing technology investments, they have added value to another area of the business. "It shows you that BlackBerry is very extendible," Si says. "There are a lot of capabilities inherent to the solution beyond what it was originally intended for. But, with the right help you can stretch its abilities to create an excellent tool."

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