

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 -accessing custom Sales Lead Processor

BlackBerry Solution Partner: Custom Auto Show Lead 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, a custom Java™-based application, was built for the BlackBerry Enterprise Server®, enabled with BlackBerry Mobile Data System™. Technology partner, DHAP Digital, built and installed the solution on BlackBerry® devices and rolled out to product specialists at auto shows.

Results:

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



The Challenge: Strengthen Ties Between Customers and Salespeople

Scion is no stranger to connecting with its customers through technology. The scion.com web site is a powerful tool that's used to reach a target market of young, hip buyers.

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, to ramp up their expertise in Java ME, and to ensure the infrastructure was in place to manage the roll out of their solution for BlackBerry.

The Auto Show Lead Tool would be a Java-based application built for the BlackBerry Enterprise Server, enabled with BlackBerry MDS. One of the unique challenges of the solution was making it seamlessly integrate with two server-side components previously developed by DHAP Digital: the Sales Lead Processor and Dealer Locator.

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 closest dealer location 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 tried other solutions before BlackBerry," says Philip Dzilvelis, President of DHAP Digital. "But the product specialists found the handwriting input slow, and the Tablet PC devices were cumbersome. Leads from the shows had to be bundled on a monthly basis in a spreadsheet and then follow-up was done centrally, not by individual dealers. It wasn't a reliable way to track and report leads."

Working together, DHAP Digital and Scion came up with the idea of using BlackBerry devices to create a wireless data solution. The BlackBerry Enterprise Solution™ offers the essential components to extend CRM tools and applications to sales people in the field using a variety of approaches: pre-built solutions, in-house development or the resources of an outside development partner.

"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."

~ 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 assists 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

IT Considerations

Since Scion did not have the technical infrastructure in place, DHAP Digital began by sourcing the technology that supported the browser-based solution for the BlackBerry devices. They installed the BlackBerry Enterprise Server with BlackBerry MDS to ensure they could run a client-side application securely to the devices. Users downloaded the client application over the wireless connection.

"We had an aggressive four week timeline to build the client side solution," says Mike Dalrymple, DHAP Digital Project Manager. "I would say that two keys to the success were using BlackBerry, which is a solid platform that allows you to develop Java ME applications quickly, and having the server side pieces already in place."

The Scion team decided to build their own custom Java ME application for the BlackBerry solution 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.

"Sometimes technology can create, rather than solve, problems," says Dalrymple. "What I like about the BlackBerry solution is it utilized two technologies, which Scion had already invested in, and made them useful for another group – product specialists in the field."

Since auto shows can be located in highly reinforced structures that affect wireless 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 devices until the product specialist is back in coverage and data is uploaded to the server.

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~ MIKE DALRYMPLE, *Project Manager, DHAP Digital*

User-friendly with the Right Image

One of the most important criteria for the solution was ease of use. DHAP Digital designed a simple form that captures customer lead information and sends it into the backend Sales Lead Processor. While talking with a customer, the product specialist easily inputs their contact details and product interest.

Almost immediately, the product specialists noted a decrease in the amount of time it took to gather information and a reduction in customer wait time at the shows. At the same time, Scion gained its first reliable lead capture tool for analyzing Scion customers. Instead of waiting a month for data to be aggregated, sales executives now receive weekly sales lead updates on their desktop computers to better understand their customers' purchasing decisions and demographics.

Another important factor was image. With a variety of form factors, BlackBerry devices appeal to a wide variety of users who consider themselves technologically savvy. "BlackBerry is seen as a progressive device," says Dalrymple. "When Scion's youthful customers see a product specialist using the BlackBerry device, it reinforces Scion as a progressive brand."

For more information 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.

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

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 don't have to bring massive applications onto the BlackBerry device to create a productive tool for your employees," Dalrymple says. "If you have existing tools, you can build the infrastructure to support them. Often companies have more at their disposal than they think – there may be a way to connect legacy systems to BlackBerry devices without having to build the pyramids to get there."

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