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ENHANCING FORD'S BUSINESS OPERATIONS WITH A COMPREHENSIVE MULTI-CLOUD SOLUTION

OSF Digital – Ford Motor Company Brazil
and South America

ABOUT FORD MOTOR COMPANY



Ford Motor Company is a global company based in Dearborn, Michigan, committed to helping build a better world, where every person is free to move and pursue their dreams. The company's Ford+ plan for growth and value creation combines existing strengths, new capabilities and always-on relationships with customers to enrich experiences for customers and deepen their loyalty. Ford develops and delivers innovative, must-have Ford trucks, sport utility vehicles, commercial vans and cars and Lincoln luxury vehicles, along with connected services. The company does that through three customer-centered business segments: Ford Blue, engineering iconic gas-powered and hybrid vehicles; Ford Model e, inventing breakthrough electric vehicles along with embedded software that defines exceptional digital experiences for all customers; and Ford Pro, helping commercial customers transform and expand their businesses with vehicles and services tailored to their needs.



FORD'S CHALLENGES

Sought to create a solid technical foundation for business development

Ford works with Salesforce as a global partner for its digital transformation.

Ford South America's digital transformation strategies are aligned with this partnership:

- Leveraging Salesforce as a key platform in Brazil for the past six years.
- Using Salesforce Sales and Experience Clouds for lead management in Brazil, Argentina, and South America West Coast (Chile, Colombia and Peru) and Salesforce Automation in Brazil.

The company sought to establish a systemic foundation to advance business strategies effectively in a qualified and assertive manner.

Ford was looking to:

1

Enhance the Salesforce integration process built directly between systems for a more scalable architecture.

2

Replace the current Customer Care system to improve customer data management.

3

Replace the campaign management system to consolidate marketing efforts across regions.

4

Replace the local CRM platform in Argentina to onboard the sales processes in its Salesforce ecosystem for professional lead management.

FORD'S CHALLENGES

Needed a customer-focused platform for enhanced sales and service

Ford aims to become a niche premium brand, and its entire strategy focuses on the customer.

The company needed:



1

A well-structured sales process for the South America West Coast markets (Chile, Colombia and Peru).

2

Its own platform to work with customer data (more autonomy to Ford).

3

A 360-degree view of the customer.

OSF'S SOLUTION

Comprehensive digital transformation through a multi-cloud integrated implementation

OSF has been Ford's strategic Salesforce partner for over half a decade.

In 2023, Ford South America upgraded its Salesforce solution to a robust multi-cloud operation.

OSF worked closely with the client to map their needs and suggest an implementation strategy for this project.

OSF Digital assisted the company in implementing Salesforce Automation in **Sales Cloud**, **Service Cloud** for call center operations, **Marketing Cloud**, and **Data Cloud** for targeted campaigns. These solutions seamlessly integrated with Ford's legacy systems using **MuleSoft**.



OSF'S SOLUTION

Taking a multi-cloud approach:
the Salesforce Automation project

OSF started the Salesforce Automation Brazil rollout project, leveraging Salesforce Sales Cloud to meet Ford's needs of having a well-structured sales process for the South American West Coast teams.

- ✓ This project, part of a multi-cloud solution, began with a blueprint in which we also identified Ford's need for middleware.
- ✓ The blueprint showed how the sales process should take place in each country, following the Salesforce Automation Brazil model, but with specificities.



OSF'S SOLUTION

Seamless integration through the MuleSoft project

The MuleSoft project complements the automation project with the necessary middleware for FTP, REST, and SOAP integrations with the Dealer Management Systems.

OSF Digital leveraged MuleSoft to integrate Salesforce Core with 30+ DMS (Dealer Management Systems) vendors, allowing Ford South American West Coast markets to implement its Salesforce Automation solution (Sales Cloud) for the region.

This approach also enabled Ford Brazil to upgrade its existing integration via P2P to a more scalable architecture, opening possibilities for the evolution of new solutions (and new projects). With MuleSoft, we improved the integration between Salesforce, DMS, and legacy systems in Brazil.

Furthermore, Ford is growing, and MuleSoft comes in as a technical infrastructure strategy.

OSF'S SOLUTION

The Customer Care Project, leveraging Salesforce Service Cloud in a multi-cloud environment

The **Customer Care** project, as an integral part of our multi-cloud approach, was initiated to address Ford's requirement of having its platform to manage customer data.

- ✓ The project started with a comprehensive blueprint.
- ✓ OSF effectively implemented **Salesforce Service Cloud** for Ford in Brazil, Argentina, Chile, Colombia and Peru.

The Service Cloud project aimed to meet the demands associated with Ford new Ranger launch in 2023.

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OSF'S SOLUTION

The Marketing and Data Cloud project, part of the multi-cloud strategy

As a key element of our multi-cloud framework, the **Marketing and Data Cloud** project spans Brazil, Argentina, Chile, Colombia and Peru, introducing a fresh perspective centered on the customer, and their relationship with their Ford cars.

The solution empowers Ford with:

- ✓ Unified communication on a platform that connects customer data.
- ✓ 360-degree view of the customer journey.
- ✓ New opportunities for enhancement across various aspects of its operations.



OSF'S SOLUTION

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The Lead Management solution, onboarding Argentina to the Salesforce platform

OSF added the Lead Management feature for Ford in Argentina.

- ✓ A local and small CRM hosted the Lead Management process in Argentina.
- ✓ Ford wanted Argentina to benefit from the built-in Salesforce ecosystem and its enhancements.



OSF'S SOLUTION

Innovation and efficiency through OSF's AllAi Productivity platform



The OSF team leveraged the **AllAi Productivity** platform to deliver the Salesforce projects more efficiently.

- ✓ Integrated into our daily operations, this invaluable tool provided faster issue resolution, decreasing the average time to fix bugs by 74%.
- ✓ AllAi empowers our team to support project initiatives and spearhead the development of the Automotive Data Cloud concept.
- ✓ By combining our extensive automotive expertise with AllAi capabilities, we consistently deliver unmatched results.



NEXT STEPS

Ongoing partnership for continued evolution

The partnership between OSF Digital and Ford South America moved forward with two new significant projects, taking Ford's digital transformation to the next level.

The B2C Commerce Cloud project for Ford Argentina

Ford Argentina was determined to establish its own auto parts ecommerce platform, reducing reliance on external marketplaces.

To meet their specific budget and tight delivery timeline, OSF proposed developing an MVP using our Next D2C Accelerator. This solution expedites the implementation process and provides Ford with its own ecommerce platform.

The Support & Maintenance, Growth & Evolutions, and Governance programs for Ford South America

Building on the success of our robust multi-cloud solution, OSF Digital continues its partnership with Ford South America by providing ongoing Support & Maintenance and Growth & Evolutions services for Data, Marketing, Sales, Service, Experience Clouds, and MuleSoft.

This comprehensive approach allows us to collaborate closely with Ford to generate more value on top of the already-established foundation.

RESULTS

A user-friendly solution tailored to Ford's business needs



With the completion of these projects, Ford experienced significant improvements in customer service and overall customer experience.

The implementation of a multi-cloud technical foundation has provided a comprehensive view of the business, enabling a more strategic approach and the opportunity to gain a competitive edge.

The multi-cloud project has accelerated Ford's business growth by:

- Implementing new processes tailored to Ford's specific business needs.
- Introducing a user-friendly solution to meet business requirements.
- Generating increasingly accurate reports and dashboards.
- Facilitating integrations that cross-reference information, leading to new business insights and innovative competitive strategies.

RESULTS

Streamlining business processes with an integrated Salesforce platform

The multi-cloud project empowers Ford with enhanced business tools and processes. Key benefits:

- A unified platform enables Ford to comprehensively monitor the relationship between Ford, dealers, and customers, for a deeper understanding of customer needs and preferences.
 - Seamless integration between sales, marketing, and customer service improves a 360-degree view of customers in the region, enabling personalized assistance and targeted marketing campaigns.
 - The system architecture and foundation allow for the reuse of integrations, along with flexible operational structures, facilitating quick adaptation to new business demands, market changes, and other situations.
- Automation of sales and marketing processes results in time, cost, and resource savings. It eliminates repetitive work, freeing up human resources for more complex and strategic activities, increasing efficiency and productivity, and improving the accuracy and quality of work.
 - Effective management of processes through the Salesforce solution enables staged management, rapid information retrieval, and quick decision-making.



RESULTS

Improved sales through the Salesforce Automation project

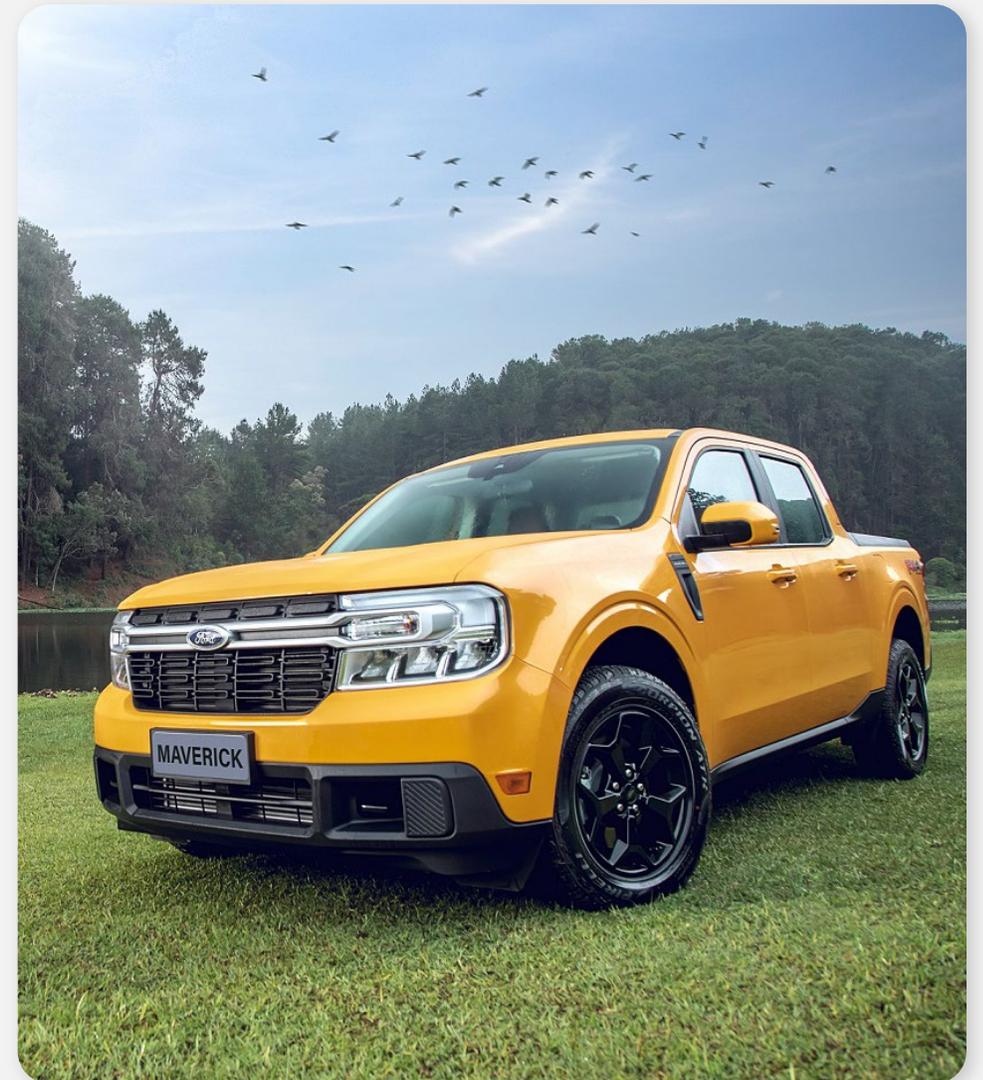
With the successful implementation of the Salesforce Automation project leveraging Sales Cloud, the company has experienced significant benefits, including:

Increased sales

- The project has led to a higher number of sales by implementing well-defined processes.

Analytical insights

- Ford gained a comprehensive view of sales performance through detailed reports and interactive dashboards. This allows for better analysis and understanding of sales trends, customer behavior, and market opportunities. With these insights, Ford can make informed decisions to optimize sales strategies and drive further growth.



RESULTS

Maximizing ROI with the MuleSoft project

Implementing the **MuleSoft** project offers substantial business benefits, ensuring an efficient return on investment:

+95%

data quality for 15 systems integrated via MuleSoft

The project helped to reduce the number of licenses required for integrations and minimized the effort in future projects that can leverage integrations built in MuleSoft.

MuleSoft enables the creation of integrations using three protocols — REST, FTP, and SOAP. Additionally, it allows for seamless reuse to develop new integrations tailored to Ford's evolving business needs.



RESULTS

Elevating customer care with the Service Cloud project

A big increase in NPS in 1 year,
through process improvements and migration to
Service Cloud

100%

of service processes, metrics, and
dashboards are automated on the
platform, eliminating the need for any
spreadsheets

The Customer Care solution, leveraging Salesforce Service Cloud, revolutionizes customer service for Ford, delivering a multitude of advantages:

- Using Salesforce technology, the new call center was structured and launched in just three months.
- Enhanced customer care journeys activated in Brazil, Argentina, Chile, Colombia and Peru.
- Improved speed and quality of customer service, resulting in heightened customer satisfaction and loyalty.
- The new contact center management process optimizes efficiency and streamlines customer interactions, leading to smoother operations.
- Professional case management tools empower the Ford team to track and resolve customer issues more effectively.
- 90% of the necessary systems are integrated with Service Cloud to assist the team in case resolution, reducing case resolution time by minimizing the need to access multiple systems for required information.
- The customer service platform enables in-depth analysis of service data. All customer calls are recorded in Salesforce, facilitating future analysis and insights.
- Access to reliable data empowers marketing teams, enabling them to make informed decisions and execute targeted and personalized campaigns.
- Centralized data management provides the IT team with a comprehensive and unified view of customer information, facilitating efficient decision-making and system maintenance.

RESULTS

Personalized customer journeys with the Marketing and Data Cloud project

The Marketing and Data Cloud project empowers Ford with a more comprehensive customer view, driving operational enhancements:

- Unified client database, leveraging Salesforce Data Cloud, across Brazil, Argentina, Chile, Colombia and Peru, establishing the grounds for fostering customer satisfaction.
- Improved marketing journeys through Data Cloud, enabling a deeper understanding of each customer's preferences and facilitating the offering of tailored products and services.
- Streamlined 1:1 customer journey with Salesforce Marketing Cloud in Brazil, Chile, Colombia, and Argentina, enhancing customer engagement and loyalty.

60%

less time for campaign creation and deployment

100%

IP acceptance with the migration of 105 customer journeys

RESULTS

Boosting sales performance with the Lead Management solution

OSF Digital's Lead Management solution seamlessly integrated Argentina's sales operations into Ford's Salesforce ecosystem, delivering significant enhancements to the lead management process and sales performance. The benefits include:

- Improved lead management across all stages of the sales journey, ensuring a personalized experience for customers.
- Streamlined lead management with a comprehensive sales funnel view, accurate reports, and customized dashboards that align with specific business requirements.



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Our work through the eyes of our clients

We are pleased with the comprehensive multi-cloud program delivered by OSF Digital. Their expertise and dedication have helped to transform our business processes, enabling us to streamline operations, enhance customer service and satisfaction, and drive sales growth.

The seamless integration of Salesforce Sales, Service, Marketing, and Data Clouds and the implementation of MuleSoft has provided us with a unified platform and a 360-degree view of our customers. OSF Digital's commitment to delivering exceptional results has made them a valuable partner in our digital transformation journey.

Djalma Brighenti, IT Director of Ford South America



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THANK YOU!

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