

SUCCESS STORY

Automotive Dealership in Central America

VALUE DELIVERED

- ✓ Served as a **strategic advisor** for a large-scale enterprise transformation initiative.
- ✓ Combined deep industry expertise with **Salesforce knowledge** to guide program decisions and execution.
- ✓ Established a **phased roadmap** that reduced implementation risk while accelerating business value realization and adoption.



Partner
Since
2010

OSF | DIGITAL

Unifying Operations and Customer Experience with a Connected Salesforce Ecosystem

Customer Profile

Our customer is a **leading automotive dealership** and mobility services organization operating across multiple countries in Central America. They employ more than 2,000 people. Their business spans vehicle sales, after-sales service, parts distribution, financing, fleet solutions, and customer support.

Challenge

- ✓ Legacy homegrown systems were limiting the organization's ability to leverage modern innovations, **industry best practices**, and operational improvements.
- ✓ Customer data was fragmented across departments, resulting in duplicate records and disconnected customer experiences, and ultimately blocking personalization.
- ✓ The organization lacked integrated B2C and B2B digital commerce channels to support growth and **customer engagement**.

Customer Adoption

- ✓ The solution architecture was intentionally built using more than **80% standard Salesforce** functionality to support faster adoption and long-term scalability.
- ✓ A phased Blueprint, Build, Pilot, and Rollout approach enabled **smoother organizational change management**, accelerated user adoption, and delivered value early in the transformation journey.

Outcome-Driven Solution

Build a unified Salesforce ecosystem across **Sales Cloud, Service Cloud, Marketing Cloud, Automotive Cloud, Financial Services Cloud, Data 360, B2B/B2C Commerce, MuleSoft, and Agentforce**:

- ✓ Modernized and standardized customer-facing and operational processes on a **unified platform**.
- ✓ **Connected the end-to-end customer journey**, from marketing and vehicle sales to service, financing, parts, support, fleet management, and digital commerce.
- ✓ Leveraged Data 360 and MuleSoft integrations to reduce data silos and establish a unified customer view.
- ✓ Introduced **AI-ready** capabilities to support future customer and employee experiences.

- ▶ **55+**
Business processes were redesigned to improve efficiency, conversions, performance, and CX
- ▶ **1,500+**
User stories defined
- ▶ **New B2B & B2C**
Commerce channels to drive growth

PRODUCTS

B2C Commerce	Agentforce
B2B Commerce	MuleSoft
Marketing Cloud	Automotive Cloud
Field Service Feedback Management	Data 360