

SUCCESS STORY

Automotive Distributor and Dealer Network

VALUE DELIVERED

- ✓ Combined deep **expertise in automotive industry processes**, AI innovation, and the Salesforce ecosystem.
- ✓ Acted as a **strategic advisor**, helping align technology capabilities with sales objectives and business processes.
- ✓ **Collaborated closely with Salesforce** to successfully deliver an early Agentforce initiative and establish a foundation for future AI use cases.
- ✓ Leveraged **AI expertise** and proprietary productivity accelerators to improve delivery efficiency and solution quality.



OSF | DIGITAL

Accelerating Business Performance with Improved Lead Conversion and Operational Efficiency

Customer Profile

A leading automotive distributor and dealer network with **more than 50 years of industry experience**, specializing in the assembly, distribution, and commercialization of motorcycles, motorized vehicles, and related mobility solutions across multiple countries.

Challenge

Accelerating sales performance while modernizing customer engagement:

- ✓ Sales representatives needed faster access to **competitive insights**, product information, and financing guidance to better support customer conversations.
- ✓ The organization sought to **shorten sales cycles** and improve opportunity conversion through more consistent sales execution.
- ✓ Teams required real-time, **data-driven recommendations** to support decision-making throughout the sales process.
- ✓ The customer also wanted a **trusted partner** to help evolve and maximize the value of its Salesforce ecosystem.

Outcome-Driven Solution

OSF implemented an AI-powered Sales Coach solution using **Salesforce Agentforce and Sales Cloud**, supported by CRM data, knowledge articles, and business documentation. The solution delivers:

- ✓ **Real-time knowledge** retrieval from enterprise data sources.
- ✓ **Guided recommendations** for next-best actions.
- ✓ Competitive positioning insights and **product recommendations**.
- ✓ Financing guidance and **sales-cycle acceleration** support.
- ✓ Configuration of specialized sales-related topics to **enhance coaching effectiveness**.
- ✓ Offering **support and maintenance** on Salesforce Sales, Service, and Marketing Clouds to streamline processes and evolve its tech stack.

Customer Adoption

- ✓ The solution was adopted by the customer's sales organization and account executives, providing a conversational **AI assistant** that delivers **real-time sales guidance** and recommendations directly within the sales workflow.
- ✓ OSF supported adoption through solution design, knowledge-base optimization, data preparation, configuration, and **ongoing advisory services**.

▶ 6 AI-powered Sales coaching agents

Equipping sales teams with real-time insights to accelerate opportunity closure and improve pipeline growth and conversion outcomes

▶ Expert Salesforce support & optimization

Increased ROI, sales, lead conversion, and NPS while reducing operational risk

PRODUCTS

Agentforce

Sales Cloud

Service Cloud

Marketing Cloud