

SUCCESS STORY

Leading Automotive Manufacturer

VALUE DELIVERED

OSF served as both a **strategic advisor and implementation partner**, helping establish a repeatable regional framework while adapting delivery to local business needs.

- ✓ Reused proven **automotive industry expertise** and best practices from one market to accelerate transformation in another.
- ✓ Created a scalable blueprint balancing regional consistency with **country-specific priorities**.
- ✓ Delivered **multi-cloud Salesforce** implementations that connected marketing, sales, service, commerce, dealer, and customer experiences into a unified ecosystem.
- ✓ Positioned the organization for **future innovation** through modernization, automation, integration, and AI-readiness initiatives.



OSF | DIGITAL

Building a Scalable Salesforce Ecosystem Across South America

Customer Profile

Our customer is a **leading automotive manufacturer** operating across South America through country-specific business units, dealer networks, and customer engagement models.

Challenge

- ✓ Wanted a centralized dealer commerce ecosystem, modernizing inventory visibility, **expanding marketing execution**, and improving dealer-to-customer engagement.
- ✓ Focused on designing and implementing a modern CRM operating model, improving lead and opportunity management, standardizing dealer processes, and establishing a **360-degree customer view**.
- ✓ Unify fragmented customer, dealer, sales, service, and marketing data to **improve visibility** throughout the customer lifecycle.
- ✓ Enable more **personalized engagement** and data-driven decision-making
- ✓ Create **scalable processes** capable of supporting long-term growth and digital transformation.

Outcome-Driven Solution

- ✓ **Salesforce Sales Cloud** to provide greater visibility into the customer journey and improve sales effectiveness.
- ✓ **Salesforce Service Cloud** to connect customer service operations with sales and dealer information, improving after-sales support.
- ✓ **Salesforce Experience Cloud** to create a unified dealer and partner ecosystem, enabling collaboration and self-service capabilities.
- ✓ **Salesforce Marketing Cloud** to power personalized customer engagement, automated campaigns, advanced segmentation, and performance measurement across marketing operations.
- ✓ **Marketing Account Engagement** to strengthen lead nurturing and campaign management to grow sales.
- ✓ **Salesforce B2B Commerce Cloud** to build a self-service dealer marketplace with centralized inventory visibility, simplified purchasing, and more efficient parts and services sales.
- ✓ **Salesforce Automotive Cloud** to provide an industry-specific CRM foundation supporting customer lifecycle management.
- ✓ **MuleSoft** to integrate critical business systems and data sources, creating a single source of truth and enabling seamless information flow.
- ✓ **WhatsApp Integration** to expand customer communication channels and engage customers through their preferred messaging platform.

Customer Adoption

- ✓ Enabled thousands of dealer, sales, marketing, and service users to transition to standardized Salesforce-based processes.
- ✓ Introduced **automated workflows**, centralized reporting, and data governance practices that improved daily operational efficiency.
- ✓ Drove dealer participation through **enhanced collaboration tools**, communication capabilities, and shared customer visibility.
- ✓ Supported organizational change from siloed processes and multiple systems toward a **connected cloud ecosystem**.

- ▶ **2** South-American markets successful
- ▶ **+462%** increase in page views
- ▶ **+53%** increase in access representativity within one year
- ▶ **R\$29.9M** additional operational profit generated
- ▶ **R\$2.3M** ROI achieved within 12 months
- ▶ **+163K** increase in customer retention
- ▶ **10,000** campaigns launched within five months
- ▶ **300** leads converted during the first five months
- ▶ **6%** increase in conversion rate
- ▶ **4,000+** users adopted new customer communication

PRODUCTS

Sales Cloud

Automotive Cloud

Service Cloud

MuleSoft

Experience Cloud

Get in touch with OSF Digital

Check us out on AgentExchange