

BMW “SEM CRM” solution

BMW “SEM CRM” solution for small and emerging markets is based on the Microsoft Dynamics CRM 2011

Situation

The BMW Group needed to have one version of solution for selected organizations to achieve a short time to market, increase in customer satisfaction and enhanced efficiency while working with potential and existing customers in order to leverage their value.

The reason for involving WEBCOM in this solution was simple. WEBCOM a.s. had successfully implemented DMS (Dealer Management System) system (which is built on the Microsoft Dynamics NAV platform) at selected dealerships of BMW in selected countries and is also BMW’s development partner of this solution. Therefore as a result WEBCOM got strong awareness of the necessary CRM processes supporting the sales and that’s why the utilisation of WEBCOM was a logical step.

Business Goal

It was believed that the CRM solution is the right tool to solve the BMW Group to have one version of solution for selected organizations of the BMW Group and to achieve a short time to market, increase in customer satisfaction and enhanced efficiency while working with potential and existing customers in order to leverage their value.

Solution

BMW “SEM CRM” solution for small and emerging markets is based on the Microsoft Dynamics CRM 2011.

The goal of this CRM solution is to have one version of solution for selected organizations of the BMW Group and to achieve a short time to market, increase in customer satisfaction and enhanced efficiency while working with potential and existing customers in order to leverage their value.

The so called “SEM CRM” is based on the MD CRM off-the-shelve solution and is extended by the BMW Groups’ specific requirements on the processes and connectivity to other systems. The requirements are defined by BMW and are described in a document called System Proposal describing the necessary processes and other functional requirements, which is used as a base document to create the System Design used for the Solution development.

Since the first stage, the solution is continuously developed in order to keep-up to date with BMW’s new requirements.

Solution overview

Country:

Small and Emerging Markets as defined by the BMW Group

Vertical Industries:

Automotive, Industrial Equipment & Aerospace

Company profile:

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

Business Situation:

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Solution:

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Benefits:

- Lead Management
- Complaint & Inquiry Management
- Campaign List Exchange and Execution Customer Satisfaction Index maintaining
- Welcome Package handling
- Brand Magazine handling

WEBCOM a.s. was designing the SEM CRM layer for BMW Group since February till May 2012. Then the SEM CRM layer was passed to testing and in the beginning of August WEBCOM has started with data migration for the first locality – Romania. Afterwards the other countries were added on and migrated (October 2012 – Slovenia, November – Czech Republic and Slovakia, in January 2013 Hungary, March 2013 Greece and rolling-out to other countries).

On the basis of BMW Group's System proposal WEBCOM a.s. creates System design that aims to realisation of business development and legal requirements for each country.



Benefits

SEM CRM covers following areas:

- *Lead Management*
- *Complaint & Inquiry Management*
- *Campaign List Exchange and Execution Customer Satisfaction Index maintaining*
- *Welcome Package handling*
- *Brand Magazine handling*

SEM CRM supports BMW's business in:

- *Management improvement of new opportunities*
- *Detailed overview of current customers*
- *Sophisticated processing of marketing campaigns*
- *Dealers activities quick overview and effective data sharing with dealers*
- *Updated data information, workflow, etc.*
- *Revenue increase through better processing of incoming leads and increased retention of current customers.*
- *Demands, Needs and Complaints Management*

Products & technologies

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Partner profile:

WEBCOM a.s. supply company-wide information systems built on the Microsoft Dynamics AX, NAV and CRM platforms. WEBCOM a.s. develops its own solutions and supply tailored software as well as small „Business Cockpit“ systems. Follow-up customer care and addressing customers' service needs comes as a natural thing thanks to WEBCOM's stand-alone support department.

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