



Softtek®

CASE STUDY | AUTOMOTIVE

**Lead conversion rate up
30% for a top US car
manufacturer through
CRM services and a
custom sales platform**

softtek.com



About the customer

Second-largest U.S.-based automobile manufacturer and the eleventh-ranked overall American-based company in the 2018 Fortune 500 list.



200K+
employees
worldwide



12 countries
operations



65 plants
globally



Platform used by
130 dealers

"Thanks to Softtek's successful implementation we surpassed our sales goal and increased lead conversion by 30%!"

Customer





Business challenges

Our client required a standardized sales process within an environment that integrated CRM and digital advertising tools to gain visibility of leads and oversight of customer experience.

1

Lead generation and CRM not integrated, heavily impacting lead conversion.

2

Digital sales processes were not standardized, resulting in inconsistent efforts.

3

Imperative to have an integrated experience across all digital contact points.

4

Aggressive goal of increasing lead conversion rate by 20%.



How Softtek comes into play

Softtek integrated a digital support team, a new sales platform, and digital solution components to establish a high-performance digital sales process.

Implemented a specialized digital sales-enablement team to support customer-centric strategy development.

Developed a digital platform that reinvents the customer experience and enhances the sales process.

Integrated and orchestrated CRM digital advertising, website, social media & reputation management.

Supported roll-out to accelerate the adoption of the new digital sales process.





Business impact

By implementing a reliable digital portal solution Softtek helped increase dealership productivity, reduce processing errors, protect marketing campaign information, and improve sales.



Lead conversion rate increased by 30% exceeding customer sales goal.



30% increase in prospect appointments and 65% increase in showroom visits.



Full visibility of marketing campaigns achieved by monitoring and measuring results.



Linked 100% of leads to digital campaigns through CRM.



Standardized dealers onboarding and training.



ABOUT SOFTTEK

Founded in 1982 by a small group of entrepreneurs, Softtek started out in Mexico providing local IT services, and today is a global leader in next-generation digital solutions. The first company to introduce the Nearshore model, Softtek helps Global 2000 organizations build their digital capabilities constantly and seamlessly, from ideation and development to execution and evolution. Its entrepreneurial drive spans 20+ countries and more than 15,000 talented professionals.

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