

Insights for Success

Automotive Case Study

“Our service—configuring, integrating, implementing, and maintaining large-scale solutions which are supported by multiple languages—is enabling the corporation to realize immediate and long-term cost savings and business value.” Hosna Keyhan, CIO





Overview

The automotive industry faces difficult challenges: economic uncertainty, new technologies, increasing consumer demands, profitability, higher shareholder value, and most importantly, maintaining a high customer satisfaction index.

For the past few years, the automotive industry has been implementing measures to respond to ever-evolving customer demands. By leveraging cloud-based CRM technologies, automakers can develop a consumer-friendly business model.

NebuLogic's CRM solutions allow automakers to recognize what customers want, identify customer by value, execute an effective and smooth customer interaction, and closely collaborate with suppliers to serve customers more profitably.



The Challenge

- Configure and integrate of a full-featured email client, multi-country calendar functionality and automatic service request creation
- Implement components: Oracle CRM On Demand custom objects implementation; custom application development; user training; and post-production application support
- Configure and implement custom web services applets to deliver a comprehensive solution
- Provide end user training and post-production support to streamline the business processes, and to achieve maximum value and benefit



Solution

- Configured, customized and deployed a full featured email client components
- Configured, customized and deployed a multi-country calendar components
- Automatic service request creation on multiple incoming email accounts
- Activity and task management
- Simple and efficient role-based user interface
- Advanced reporting (dashboards and analytics)
- Ease of enhancements, maintenance and support
- Deployed solution in three dedicated instances serving users on three continents
- Supporting over 5,000 users across the globe
- Achieved solution and data consistency across global deployment
- Providing 24-hour and worldwide support and maintenance services



About NebuLogic

NebuLogic Technologies, LLC is a leading System Implementation and Integration Information Technology company that specialize in delivering comprehensive Service and Sales Automation solutions. NebuLogic provides solutions and services using SaaS/Cloud based as well as enterprise class applications. Our definition to deployment services include but not limited to: 1) Conducting requirements discovery and analysis (RFI, RFP review and response); 2) Conducting master requirements workshops; 3) Developing Business Requirements Documents (BRD) and Technical Requirements Documents (TRD); 4) Building prototypes, mockups and pilot solutions; 5) Configuring core Customer Relationship Management (CRM) applications; 6) Enhancing and/or developing integration components; 7) Developing use cases based on client requirements; 8) Implementing data and application security requirements; 9) Conducting Quality Assurance and User Acceptance Testing (QA and UAT); 10) Developing user and administrator training guides and related documents; 11) Delivering hands-on user and administrator training; 12) Analyzing risk factors and implementing risk mitigation processes; 13) Conducting system stress testing and developing pre-production checklists; 14) Enabling successful Go Live/production rollouts; 15) Providing post-production support and maintenance services; 16) Providing hosted services and more.

To find out more about NebuLogic's Services and Products please reach us at:

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