



## Success Stories: Volvo Trucks

# The best of two worlds!

*Caesar CRM helps Volvo Trucks to get closer to their customers. Today, 3200 users from 210 dealers around the world are working simultaneously with one database of 1 million customers.*

*In 24 languages.*

### Background

In the mid nineties, Volvo trucks changed its priorities. From having it's main focus on efficiency in the OTD (Order to Delivery) process, it changed to placing the end customer in focus.

Before the change, Volvo Trucks considered the dealers to be their customers, and didn't have much contact with or information about those who actually purchased their trucks. Their end-customers where simply referred to as "Delivery Points", and were the responsibility of the dealer.

### Challenge

The challenge was to become a more customeroriented organization.

To get closer to the end user, they needed to involve the dealers. They wanted to know who the end user was, what their preferences were, and why they had purchased a Volvo truck. Volvo Trucks wanted to be able to categorize and

segment their customers clearly, and to get an overview of their purchases from Volvo Trucks, and what they purchased elsewhere.

### Solution

The first step was to implement a common customer database for all systems - CDB (Customer Database), which was to act as a master database for all customer information.

In 2000 **Caesar CRM** was entrusted to become a part of this ambitious project. The first task was to offer an interface to the CDB.

It all started out as a well-defined pilot project. Perhaps no one could imagine how powerful the end results would be. The requirements have changed and developed over time, and so too has the system. Today **Caesar CRM** (or CM, as it is called in the Volvo Trucks environment), is the only system from which you can change customer information in the CDB, and the CDB is linked to about ten other systems.

The reason behind this growing trust in **Caesar CRM** is of course a solution that is well suited to Volvo Trucks' needs. But just as important is the fact that Volvo Trucks has received excellent service and focus from their supplier. "If you want to get something done, you ask someone who can do it."

The solution has grown over time and today 3200 users run **Caesar CRM** simultaneously linked to a database with 1



*"In Caesar we have a powerful tool for running our sales organization for both new sales and the aftermarket."*

*Arne Knaben, MD Volvo Truck Center Denmark*

million customers. The users are distributed over 210 dealers all over the world. The application is used in 24 languages.

All in all this is one of the biggest CRM implementations in Scandinavia.

## Benefits

**Caesar CRM** has benefitted Volvo Trucks at many levels:

### 1. Straightforward maintenance and low TCO

**Caesar CRM** is simple and efficient to run and manage. It is easy to imagine that among 3200 users, changes occur on a daily basis. Regular staff turnover, computers that are replaced or reinstalled, and scheduled maintenance and updates. All administration is run centrally from Hisingen in Gothenburg, Sweden. All users are linked up to a common database. Anyone with experience from administration of a system with thousands of users understands the importance of Single Source to get high-quality data, and a system with low TCO (Total Cost of Ownership).

### 2. Efficient truck sales

Each dealer has access to their customers and which vehicles they have. Thanks to the fact that all the information is stored in the system, they also get an advanced segmentation of their customers. This is an invaluable aid in helping sales executives to take the right action in each customer segment, and to be efficient and more effective in sales. For the dealers, **Caesar CRM** provides strong support for successful sales.

### 3. Better overview - customized for each user group

Filters and start pages have been customized to fit each user group. Thanks to role-based applications, the sales

manager can easily get an overview of the pipeline, including the probability of a sale on outstanding offers.

Each sales executive can see the corresponding information, but only for his own customers.

### 4. Better geared for the aftermarket

The aftermarket is an important part of the revenue stream for Volvo Trucks. How much will we turn over on maintenance and service for a customer with x vehicles? How much do we turn over on the customer today? This kind of information becomes an important part of the customer segmentation, and is an aid in directing focus when working with customers.

### 5. 210 dealers - one database

**Caesar Territory System** makes it possible for all dealers to share a common database – even though they might be competitors in some markets. For the user, the system is completely transparent, but advanced algorithms and a robust security system are used to guarantee that each user and each dealer only see the information they should see.

The security system works at the customer level as well as on more detailed levels. It is even possible to show different information in a specific field depending on who is viewing the information.

The system has been customized to fit into the workflow at Volvo Trucks and their dealers.

## Summary

Thanks to high focus and commitment from **Caesar CRM**, a small pilot project has grown into one of the biggest CRM implementations in Scandinavia, with 3200 users from 210 dealers working simultaneously with one database.

For the dealers **Caesar CRM** is an easy-to-use solution for opportunity management. For Volvo Trucks **Caesar CRM** is a global tool to get closer to their customers, and one that is easy to roll out and maintain.

The best of two worlds.



### In a nutshell

- 210 dealers - one database
- Advanced customer segmentation
- Efficient IT environment and low TCO



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