

Automotive Retail

OpenLegacy gives customer service representatives at Delek Motors 360° view of their customers



“The Microsoft CRM implementation is part of a bigger project at Delek to combine legacy applications with new technologies, offering our users uniform and friendly interfaces. OpenLegacy made the integration between the AS/400 applications and the CRM fast and painless.”

Ruth Hirsch,
Deputy CIO, Delek Motors

The Challenge

Delek Motors imports, markets, and distributes passenger and commercial vehicles in Israel, claiming 22% of the market with brands such as Ford and Mazda. When Delek acquired a franchise to import the BMW luxury car brand in 2011, the CEO made a strategic decision to invest in improving its customer experience across the entire customer lifecycle, with a view to improving customer acquisition and retention, and grow Delek's market share.

To achieve this vision, Delek decided to set up a new customer call center, and implement a customer relationship management (CRM) system. The new CRM would need to serve all the new call center representatives, as well as sales personnel: a total of 120 users spread across the company's headquarters, logistics center, and 12 sales dealerships.

For the CRM to be an effective system, it needed access to core business applications to obtain car quotes, order details, logistics details, and customer care data. All of this information, needed by the customer service representatives and sales personnel to better serve Delek's current and prospective customers, resided on an IBM AS/400.



About OpenLegacy

OpenLegacy enables enterprises to quickly and rapidly extend and transform legacy systems such as AS/400 and mainframes to the web, mobile and cloud. A standards-based open source development platform, OpenLegacy lets developers solve high impact business problems quickly, giving enterprises a new-found agility and opening the door to creative new solutions at a low cost and with a high rate of success.

Position your company for the future with OpenLegacy.

The Solution

Delek opted to use Microsoft Dynamics as its CRM, and the company turned to the OpenLegacy platform to integrate it with their IBM AS/400 applications. Elad Systems, a Microsoft Gold partner, was chosen as the system integrator for the CRM implementation project.

Fast, non-invasive integration

Within three weeks, more than 120 AS/400 application screens were incorporated into the CRM platform. OpenLegacy enabled the AS/400 business logic to fit the current needs of the new CRM workflow, without making any changes to the underlying AS/400 environment - no new AS/400 code was developed, no existing code was modified. The AS/400 security and permission definitions remained intact. This was made possible by OpenLegacy's open source technology, which dramatically simplifies the backend navigation and enables seamless host integration. Thanks to the fast integration with the AS/400, Elad Systems was able to complete and launch the entire project within three months - on time and under budget.

Intuitive User Interface and Enhanced Capabilities

For the first time, Delek sales and customer care representatives have a 360-degree view of their customer throughout the customer lifecycle: From the first touch point, through visiting the dealership, to getting quotes and purchasing a vehicle, post-purchase service, and trade-in. The CRM platform -- connected to the underlying AS/400 core business applications -- supports the customer call center, retail sales, lifecycle marketing, marketing channel performance monitoring, automated reminders for sales people, executive dashboards, and detailed performance reports. The new application features a user-friendly interface that simplifies the workflow for call center representatives and puts the information they need at their fingertips.

The Result

Time savings and improved productivity through a streamlined user interface

The streamlined, user-friendly interface of the new CRM application, compared to the AS/400 interface, led to substantial time savings for every transaction, translating to aggregate time savings of one to two hours a day for each sales person - or 12%-25% productivity boost.

Increased conversion rate through effective lead management and marketing

For the first time, AS/400 sales leads are effectively nurtured and managed through the CRM platform. This led to a significant improvement in conversion rates and faster conversion time from lead to customer.

The productivity improvements and increased sales conversion resulting from integrating Delek's core AS/400 applications with Microsoft Dynamics CRM using OpenLegacy led to a positive ROI for Delek Motors.



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