

BearingPoint®

BMW France gains 360-degree view of new, evolving or rapidly changing customer preferences and enhances sales efficiency



BMW France, alongside a strategic BMW Group project, wanted to enhance the buying process for their customers and better enable the dealerships to manage their client portfolio. Following a close collaboration with BearingPoint, BMW France gained a tailored solution that benefits them, the dealerships, and the customers.

BMW France is the national sales company responsible for importing BMW luxury cars in the French automotive market.

Aiming to deploy an efficient end-to-end buying process to meet rapidly changing customer requirements

BMW France wanted to enrich their customer journey by enabling a 360-degree view of the buyer at both the BMW France and dealership levels. They focused on enabling a fluid process originating from lead management to order and delivery management.

BMW dealers also wanted a single-entry to identify sales opportunities, to gain a centralized view of the customer, and to better manage sales and marketing key performance indicators (KPIs).

Helping BMW France dealers provide constant improvements to the customer experience and increase sales

BearingPoint worked closely with BMW France and their dealerships in a proof-of-concept to optimize sales processes, configure and implement a CRM solution leveraging Salesforce and Salesforce Analytics.

Using surveys and on-site workshops combining BMW France and several dealerships, BearingPoint was able to help BMW France adapt their business to meet their needs and provide better support for their dealerships. In addition, they implemented Salesforce's Analytics Dashboard and developed integration with local BMW dealership software. By doing this it enabled both BMW France and the participating dealerships to better manage KPIs, leverage financial incentives and motivate salespeople.

Achieving full transparency and growing performance

Currently this solution is being used by almost 120 dealerships and more than 2500 BMW employees with benefits for BMW France, dealerships, and the end customer.

BMW France is continuing to gain full visibility of all customer interactions regardless of their type. Information such as test drives, configurations, and GDPR consent is centralized in one place linked directly to that customer. This has enabled them to effectively manage dealership performance and extend financial incentives to stimulate sales teams.

BMW dealerships can now access all the customer profile information, from lead management through to order management in a single place. As a result, dealership sales managers can better monitor sales performance and customer interaction.

This translates into a more pleasurable experience when buying a new car as the customer's main preferences and interactions are available to both BMW France and the dealership and can therefore be leveraged to enrich the buying experience.

Contact

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