

General Motors Colmotores SA

General Motors Colombia Drives Customer Loyalty Marketing
And ROI To New Heights With SugarCRM®



GENERAL MOTORS COLMOTORES SA, or GM Colombia, is the most important automobile company in the country of Colombia. With over 50 years in the industry, it has maintained its market-leader status and currently holds 33.9 percent market share.

To maintain that status for years to come, General Motors has committed to providing the Colombian public with the highest quality vehicles, parts, designs, performance, and features.

In addition, GM Colombia has developed its aftermarket division. This division focuses on driving customer loyalty to increase incremental revenue once the customer has purchased a vehicle. Its focus is on tracking customer behavior that drives targeted campaigns to increase revenue.

As the aftermarket group began to ramp-up its efforts to develop strategic, loyalty-based campaigns, it realized the quality and depth of its data was very limited. There were multiple factors involved including a separation between the “after-sales” group and its sales division, which resulted in a lack of visibility between the two groups. The GM corporate offices were also using other solutions across the globe yet access to the regional offices was limited, difficult to use, and often took a few months to extract information. Finally executive-level staff maintained data in their own spreadsheets so there was limited access to customer data at the dealership level.

It quickly became a priority for GM Colombia to implement a CRM solution that would empower its dealers to improve customer relationships that drive loyalty and revenue.

Business Challenges

GM's access to its customer data was limited. As a result, it required a CRM solution with the flexibility to manage and provide access to a vast amount of data in a variety of ways. It wanted to create customized modules that could support revenue generating customer loyalty campaigns throughout its dealer network across the country. The solution had to easily manage massive amounts of data including 2 million records supporting 350,000 customers, 500,000 vehicles and 1.3 million customer activities.

In addition, GM realized that it would need to implement a phased-approach to its new CRM solution. Its data was outdated and disorganized and would require a large amount of scrubbing before it could be accessed by the entire organization. It would then need to scale the system as its data became more organized and accessible.

Based on these criteria, GM requested presentations on potential CRM solutions. Palmtree Consulting, a SugarCRM gold-level partner presented GM with a SugarCRM demo. Once GM saw the flexibility and ease of use that Sugar offered, it was convinced that Sugar was the right solution.

The Solution: Sugar Professional

GM started its phased approach with Sugar Community Edition. This involved a limited number of key stakeholders and a large volume of data scrubbing. It then focused on development of three main modules for vehicles, customers, and after-sales customer interactions that included dealer visits and additional purchases. Within just twelve months GM had organized millions of records

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Lorena Clavijo
Aftermarket Analyst
General Motors Colombia

and established its Sugar Community Edition solution. To take its initiative to the next level, it upgraded to the advanced features in Sugar Professional in 2008.

The move to Sugar Professional was easily justified once the benefits of a Sugar-based platform were clear and the added value of the Professional edition became evident. The amount of data was so large that custom reports were not only needed but also crucial to navigating and exploring all the information in a straightforward, effortless manner. Also, there was a fundamental need to organize records in a team-based manner that reflected the different GM dealers and their levels of visibility. These requirements were easily met with Sugar Professional. As a result, GM has pushed its model into a whole new level of productivity.

“With our millions of complicated records, Sugar offered an ease-of-use that was unmatched,” states Lorena Clavijo, after market analyst for GM Colombia. “The flexibility it provides allows us to manage our data into campaigns that continue to exceed our expectations year-on-year.”

Business Benefits

With the advanced features of Sugar Professional, GM Colombia has achieved a high-level of visibility into its customer activities across its organization. Its customized modules have allowed it to develop a behavior scoring system that tracks each of its 350,000 customers. As a result, dealers can design strategic campaigns around customers’ purchasing habits and interests. A good example is GM’s “accessory kits” campaign such as a “windshield kit” that is designed for specific customers based on their behavior scoring.

As a result, GM now experiences successful marketing campaign management that has increased response rates from an average of 0.2 percent to an average of 10 percent across campaigns. In addition, customer retention rates have also improved by approximately 34 percent.

And, GM is now also able to track employee performance with its internal performance survey. With Sugar Professional, its aftermarket division has seen vast improvements year-on-year to increase incremental revenues by 60 percent over the past 3 years.

Lorena Clavijo adds, “Palmtree Consulting has been a key strategic ally to GM Colombia. With Sugar Professional, it has created flexible, dynamic solutions for us that address the demands of our industry and vastly improve our business.”



Company Profile

Headquarters:
Bogota, Colombia

Founded: 1956

Company Description:
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Website:
www.chevrolet.com.co

Solution:
Sugar Professional

Solution Partner:
Palmtree Consulting

About GM Colombia

GM Colombia is the leading automobile company in the country of Colombia. With over 50 years of industry experience, GM has maintained its market-leading status and currently holds 33.9 percent market share. To maintain and continue its leading status, GM is committed to providing the Colombian public with the highest quality in vehicles, parts, designs, performance and features.

About Palmtree Consulting

Palmtree Consulting is a Latin American based firm specialized in successful IT solutions. After several years of tight relationship with SugarCRM, Palmtree is the most qualified company to cater the Latin market's needs regarding Customer Management, Behavior Analytics, Marketing and Support solutions.

SugarCRM

Customer relationship management (CRM) software for business. In the cloud, online, on-demand, or on-site—the best sales, email, and mobile CRM integration.

www.sugarcrm.com

10050 North Wolfe Road | SW2-130
Cupertino, CA 95014
T: 408.454.6900 | F: 408.873.2872

SugarCRM Deutschland GmbH
Erika-Mann-Strasse 53 | 80636 Munich | Germany
T: +49 (0)89.18.91.72.0 | F: +49 (0)89.18.91.72.150

www.sugarcrm.com

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