

Driving personalized customer engagement and after-sales growth with Salesforce migration & expansion

Client

A leading global manufacturer of premium luxury vehicles and SUVs.

Company Size

40,000+ employees

Location

Global

Featured Partners



The client, a global automotive manufacturer, engaged Marlabs to unify fragmented customer, sales, and service data on Salesforce and deliver more personalized engagement across the ownership journey. Marlabs integrated multiple Salesforce products, digitized dealer incentive and budget processes, and introduced AI-powered service and sales automation to improve responsiveness and transparency.

By centralizing feedback and enabling event-driven customer journeys, the solution engaged the right customers at the right time, producing a measurable lift in customer satisfaction and after-sales revenue.



Implementation
& Integration



Business
Needs Analysis



Generative AI



Data
Visualization



The Challenge: Fragmented systems and manual processes limited customer engagement



Objective: Unify customer data across Salesforce and enable personalized, event-driven engagement throughout the ownership journey.



Existing Issues: High legacy maintenance costs, siloed systems, and manual budget and incentive processes limited visibility and slowed response.



Solution Needed: Integrate multiple Salesforce products, digitize dealer processes, and add AI-powered service and sales automation.



Outcome: Higher customer satisfaction, increased after-sales revenue, and centralized and transparent feedback across teams and markets.



The client relied on a legacy CRM and disconnected systems, creating silos that blocked a single view of the customer. Manual budget preparation, incentive tracking, and inconsistent feedback capture slowed engagement and reduced transparency.

The Solution: A unified Salesforce platform for personalized engagement and dealer operations

Marlabs delivered an integrated Salesforce ecosystem spanning marketing, sales, service, and dealer operations. The phased approach unified data, personalized customer journeys, digitized incentive management, and layered in AI automation.

Phase 1: Legacy CRM Migration & Data Unification

We migrated the client off a legacy CRM to Salesforce, integrating Sales Cloud, Service Cloud, and Marketing Cloud to unify data and eliminate silos.

Workstreams:

- Multi-cloud integration
- Data unification
- Legacy CRM migration

Phase 2: Personalized Engagement & Feedback

The team delivered targeted, event-driven journeys using job card data and customized surveys to reach the right customers at the right time.

Workstreams:

- Event-driven journeys
- Survey automation
- Customer segmentation

Phase 3: Dealer Incentive & Budget Digitization

Marlabs digitized VME budgeting and dealer incentives with configurable rebate management, ensuring compliance within the policy framework.

Workstreams:

- Rebate management setup
- Sales & purchase-back incentives
- Real-time reporting hub

Phase 4: AI-Powered Service & Sales Automation

Our team introduced Agentforce and Data Cloud for automated case management, instant quote generation, and self-service support.

Workstreams:

- Agentforce chatbot
- Case automation
- Instant quote generation

Services and Technologies Used:

Services:

- Business Needs Analysis
- Implementation & Integration
- Data Integration
- Generative AI
- Data Visualization

Technologies:

- Salesforce Sales Cloud, Service Cloud, & Marketing Cloud
- Salesforce Experience Cloud & Automotive Cloud
- Salesforce Agentforce & Data Cloud
- Salesforce Rebate Management & Survey Force
- SAP
- Tableau

The Results: Impact on the client organization

The unified Salesforce platform delivered measurable gains in customer satisfaction and after-sales revenue. Centralized feedback, digitized dealer operations, and AI automation improved transparency, responsiveness, and cross-team visibility across markets.



Higher Customer Satisfaction: The client's CSAT score increased by 24% through customer-centric feedback management across the journey.



Centralized Feedback Management: The solution centralized feedback in Salesforce for consistent reporting, insights, and cross-team visibility.



After-Sales Revenue Growth: We drove a 10% increase in after-sales services revenue by engaging customers at the right moments.



Streamlined Dealer Operations: We automated budget and incentive processes with a real-time reporting hub and built-in policy compliance.



Unified Customer Data: The team eliminated data silos by integrating Sales Cloud, Service Cloud, and Marketing Cloud into a single customer view.



AI-Powered Self-Service: The team enabled case deflection and faster resolution with Agentforce chatbots and automated work order generation.