



Next-gen dealer management system for a motorbike giant



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Service offered: Dealer management system modernization for streamlining business processes

Industry: Automobile

BACKGROUND





A motorbike manufacturing giant based in the Middle East approached us to modernize its not-so-great dealer management system. The client's dealers were facing performance issues in the current platform.

The client found it difficult to upgrade the management solution as it was outdated and the cost associated with the enhancement was very high too. The dealers were also fed up with the poor usability, unimpressive functionalities, and below-bar performance of the app.

SOLUTION IMPLEMENTED

- Our team had several brainstorming sessions with the client to understand their needs. This greatly helped us walk parallel to the project-specific needs and bring the output as exactly needed
- We clearly explained our proprietary dealer management system framework to the client as it will pave the way for modernizing the existing platform without the need to spend much time and money.
- The platform was modernized quickly within 6 months with all the required features and new-age capabilities that were previously missed in the app. Thereby, paving the way for boosting system performance, facilitating shipment operations from nearby warehouses to respective dealers, smooth vendor management with tracking branch details, etc.
- The dealer management system modernization came out well with an easy-to-use interface, the above-mentioned enthralling features, and stress-free accessibility to data.

OUTCOMES

	2X	Better order management
	35%	Enhanced performance with platform modernization
	3X	Better sales on the platform
	38%	Reduced maintenance & operational overhead

The client was so happy with the output as dealers find it really effective and convenient to use the revamped system. The system also showed a massive improvement in terms of sales and audience reach within a year and so they were also able to expand their services in Singapore and Malaysia regions within a short period.

Technology Used

