

ISUZU

50%

50% increase in OR
for personalized messages

31%

31% Conversion
on qualified leads

Implementing chosen SALESmanago features substantially helped with putting clients' database management processes in order, enhanced efficiency in reaching customers with dedicated messages and simplified salesmen's work.

SALESmanago Team were very helpful in analyzing company's needs and choosing best system configuration as well as in day-to-day management of the application in order to maximize benefits from its use.

Radosław Przybyt
Product and Sales Channels Manager



The client

Isuzu Benelux SA Polska is the official reseller of a Japanese company, Isuzu Motor LTD, the world's leader in engine technologies and production of Diesel engines, delivery cars, trucks and buses. In Poland the company operates in scope of distributing pick-up and industrial engines spare parts.



Challenges

Low online channel conversion rate

Running ad campaigns and the urge to increase conversion rate on the generated traffic. Only a small part of visitors were leaving their data on the website – no possibility to run any sales process

Building customer loyalty

Necessity to assure customers who made the purchase that they spent their money well – building their loyalty and therefore encouraging to promote the brand and use its services more often in the future

Making the process of managing incoming inquiries more efficient

A need to have a tool that enables informing the sales department about potential client's interest in the offer and distributing queries within the sales department



Execution:

Clients' segmentation starting when data is given

Based on data left by a client within a form on the website, the contact is automatically assigned to a given dealer's saloon and is then managed

Lead routing & sales process personalization

A new lead is automatically assigned to the salesman who is responsible for contacting and servicing the potential client. Further email communication (newsletter, nurturing) is then personalized with salesman's data – the client keeps contact with only one person

Sales alert on lead activity

Salesmen are informed in real-time about activity of their leads on the website. They can, therefore, instantly react to their interests

Automatic educational cycles for customers

After tracking client's interest towards a given offer and after the purchase, automatic educational cycles are triggered to provide additional information on the offer, brand and given car models





Results

17%

17% increase in sales

31%

31% Conversion on qualified leads

50%

50% increase in OR
for personalized messages



SALESmanago



Growth possibilities:

Creating a system to make managing leads easier for salesmen Configuration of quick action buttons that automatically trigger automation rules which change clients' statuses in sales campaign

Creating additional sales funnels in CRM Splitting the sales process into more stages and preparing additional automated communication for each one of them

Launching remarketing campaign in social media and ad networks Supporting direct sales activities with Campaigns related to offers that interested the client on the website

