

## The Outcome



Clear leadership alignment and enabled informed executive decision-making



Product strategy with clear right-to-win and increased ROI



Reinforcement of entrepreneurial culture to test new ideas and fail fast when necessary

# Driving Sales and Customer Loyalty with a Custom CRM

The way we buy and sell cars has transformed dramatically over the past decade. Today's customers expect greater transparency, personalized experiences, and seamless convenience throughout their journey.

To stay ahead of these shifting demands, our client—a leading global automotive manufacturer—recognized the need to boost customer retention by equipping its dealer network with a customized Customer Relationship Management (CRM) system.

This tailored solution needed to seamlessly integrate with their existing digital retailing platform to create a compelling all-in-one retailing solution for dealers. However, the dealer CRM software market was already well-established and somewhat saturated. The OEM wanted to run a feasibility and viability study on this new product idea, and they needed the analysis completed in weeks, not months.

Creating a laser focus on the key decisions and empowering leaders with the information they needed were major success factors in making this analysis happen in a short time frame. After working with leadership to establish guiding principles, Two Roads led external market research on major competitors, documented and prioritized key features, and developed a perspective on market positioning to identify potential implementation strategies. We packaged and delivered the findings, along with a financial model in the business case, facilitating a fast and informed decision.

Two Roads' analysis revealed that the level of funding and effort required to build, buy, or white label a CRM solution did not meet stakeholder's desired ROI. Instead, we identified a better solution that capitalized on the OEM's strengths and would ultimately lead to more profit and stronger data insights.

With this rapid assessment, Two Roads helped re-steer client leadership towards a more successful and profitable product launch. The insights helped reinforce the entrepreneurial culture of the leadership team, including not only a willingness to test new product ideas, but also a celebration of "failing fast" and building upon those learnings to get to a better outcome.

## INDUSTRY

Automotive

## SERVICES

Data & Insights | Strategy & Planning  
Digital Product Innovation