



## Microsoft Dynamics Customer Solution Case Study

# Borusan Otomotiv

**Customer:** Borusan Otomotiv

**Web Site:**

<http://www.borusanotomotiv.com>

**Customer Size:** 1–99

**Country or Region:** Turkey

**Industry:** Automotive

**Partner:** Tradesoft

**Customer Profile**

Borusan Otomotiv handles sales in Turkey for BMW as well as Land Rover four-wheel drive automobiles. The firm offers sales and after-sales services from Istanbul, Ankara, and eight other centers.

**Software and Services**

- Dynamics
  - Microsoft Dynamics CRM 3.0

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## Turkish Vehicle Firm Implements Integrated Customer Relationship Management System

“More than a product, we offer our customers an experience and a lifestyle so customer relationship management is very important to us.”

Gürkan Erol, E-Business Manager, Borusan Otomotiv

*Turkish motor vehicle distribution firm Borusan Otomotiv has maintained its reputation as an innovator in the automotive sector since its formation in 1984. The company needed an integrated business management solution to replace its existing customer tracking system. It chose Microsoft Dynamics™ CRM because it offered sales and service integration, and was easy to use for customers in different locations.*

### Business Needs

As one of Turkey's leading distributors of motor vehicles, Borusan Otomotiv handles sales for BMW for luxury motor vehicles and motorcycles as well as Land Rover four-wheel drive automobiles. The company offers sales and after-sales services from Istanbul and Ankara, as well as eight other centers. Gürkan Erol, E-Business Manager, Borusan Otomotiv, says: “More than a product, we offer our customers an experience and a lifestyle so customer relationship management (CRM) is very important to us.”

The firm had used a customer-tracking program in its sales divisions since 1995. At that time it met the company's needs, but

more recently it was becoming increasingly inflexible. It lacked the capacity to manage sales and service in an integrated environment. Erol says: “We try to be at the customer's side at important moments such as end of vehicle warranties, but because we did not have an integrated system, it was hard for our sales consultants to manage this efficiently.”

Borusan Otomotiv wanted to use e-mail and text messages to communicate with customers, but this was impossible with the existing system. Sales and service departments had difficulty accessing and sharing each other's customer information. Erol adds: “It makes sense if sales and service operate together and support each

other. Several sales opportunities arise in the service department. Although our processes ran smoothly, they were not connected to each other. For all these reasons, we had been searching for a new CRM solution for several years.”

## Solution

The firm assessed a number of Web-based products. Some of them had complicated structures or no product support in Turkey. Microsoft® partner Tradesoft demonstrated Microsoft Dynamics™ CRM to Borusan Otomotiv executives who were impressed by its ease of use, receptiveness to customization, and long-term support by Microsoft. Tradesoft had previous experience of installing Microsoft Dynamics CRM at another Borusan subsidiary Borusan Telekom.

Muhammet Atalay, CRM Software Development Specialist, Tradesoft, successfully managed the integration of Microsoft Dynamics CRM with the firm’s AS/400 mainframe system and then tackled integration of customer and vehicle histories.

This first phase of the CRM project for the integration work went live in April 2006. In the next phase, operations are planned such as sending text messages, analyzing and transferring information obtained during vehicle servicing to the call center for surveys, and integrating survey responses with existing sales processes.

Murat Kafkas, Microsoft Dynamics Group Director, Tradesoft, says: “In CRM projects, the solutions partner and the customer enter a marriage contract, in a sense. Apart from technology, a company’s needs and business methods change. We used Microsoft Dynamics CRM version 1.2, but in March Microsoft Dynamics introduced version 3.0, which is fully compatible with the Turkish

language. In the light of this, we will upload some planned customizations directly to version 3.0 and eventually plan to move the entire platform.”

## Benefits

By implementing Microsoft Dynamics CRM, Borusan Otomotiv has gained full integration of its business management systems for the first time in its history. Total application flexibility exists between the CRM tool and the mainframe, with the two differing platforms working in parallel, receiving and sending data to each other. Erol says: “Program installation and basic adjustments were carried out very quickly with Tradesoft focusing entirely on AS/400 integration and customization of our structure. In general, we are very pleased with the results.” Other benefits include:

- Dealers in the different cities in the distribution network have a central and single customer database with information available in line with agreed criteria. Around 50 percent are currently connected through the Web.
- The team can more easily respond to sales leads that reach them from disparate sources such as exhibitions, showrooms, telemarketing agents, and over the telephone.
- Microsoft Dynamics CRM is much more efficient than the old system in turning sales leads into specific projects, capturing all relevant information, and managing analysis and tracking.
- With the new CRM system, monitoring of sales leads opportunities has been vastly improved ensuring that managers can oversee individual sales performance and ascertain the reasons if a sale is lost.
- Call center agents have become more productive because information is

automatically shared between departments, including head office.

- Data is no longer re-keyed in different systems, which has avoided the problems associated with duplication of customer entries and human error.
- Customer satisfaction has improved because the firm now takes a 360-degree view of each client and if complaints occur they are managed quickly and efficiently online.
- Training on the new system—involving 150 users at five locations—took only 18 half-day sessions because all users were already familiar with Microsoft Office.