

Improve the online customer experience and control costs

DAIMLER
Daimler Financial Services

Transforming eCommerce for Daimler Financial Services

Business Need

Daimler Financial Services faces an Italian auto market where customers increasingly want to do business online, including asking questions, buying vehicles and arranging and managing their loans. Processes need to be quick and easy to remove any barriers that might otherwise deter customers.

Providing a better customer experience was critical, but the company also needed to control costs and improve efficiency. That meant that automation needed to be part of any solution.

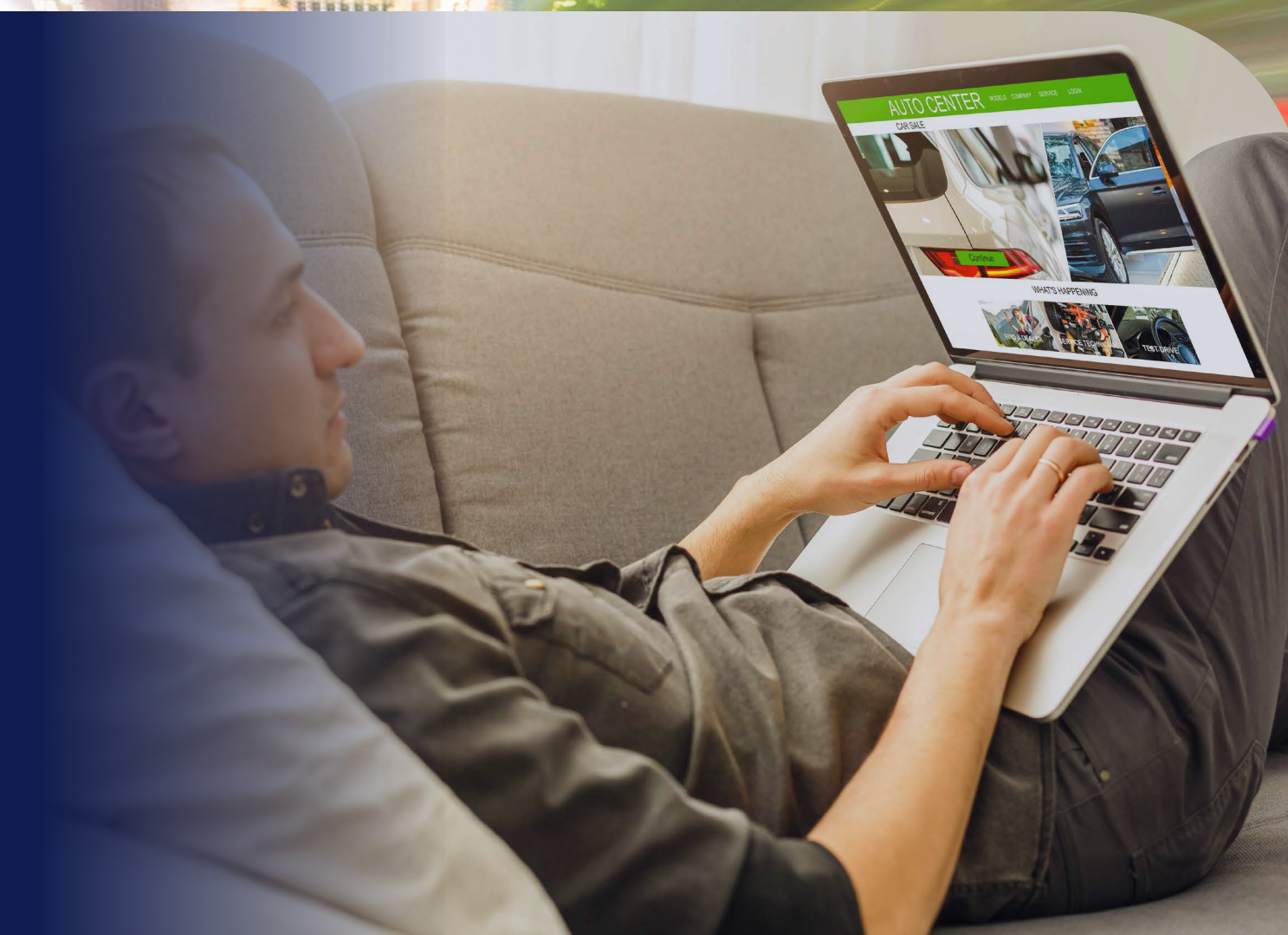
Solution

We provided a set of financial retail systems, complete with apps to support processes from dealer quotation to contract definition. Processes are faster, with dealers able to more easily close quotations physically and online.

By integrating Artificial Intelligence with Salesforce to classify and answer customer requests automatically, we improved service quality and efficiency.

We developed a portal for dealers to pay loan instalments and use other services. Integration with banking payments and automated rate balancing has led to simpler payment operations and faster vehicle registration.

A chatbot now helps dealers to retrieve frequently asked questions and finalise contracts, handling more than 75% of requests.



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