

Driving Customer Excellence with Unified Sales & Service

Anadolu Isuzu, founded in 1965, developed to a leading commercial vehicle manufacturer in Turkey, producing buses, trucks, and pickups, and exporting its products to 45 countries. The company needed a solution to manage customer relationships more effectively and to gain visibility and control over sales and service processes.

ANADOLU ISUZU

Anadolu Isuzu
Kocaeli, Turkey
<https://anadoluisuzu.com.tr/>

Industry
Automotive

Employees
> 1.000

Featured Solutions and Services
SAP Sales & Service Cloud

Challenges

- Vehicle sales and service processes are still managed in separate systems, resulting in a lack of holistic customer visibility
- Service planning is done manually, making resource optimization difficult
- Customer communication and service feedback cannot be tracked consistently

Solution

- Sales & Service Cloud centralized sales and service data on a single platform, making every step of the processes trackable and enabling managers and teams to intervene when necessary
- With SAP Sales & Service Cloud, customer communication and feedback are made systematically trackable
- By personalizing sales and recommendations based on customer interactions and history, the customer experience could be enhanced

Outcome

- Sales performance, opportunities, and forecasts can now be analyzed in detail
- All customer and service information was consolidated into a single platform through SAP Sales & Service Cloud
- Sales teams can access the platform via mobile devices, whether in the field or in the office, enabling faster oversight and control