

Carbon neutral by 2040.

VOLVO

STATELAKE INTEGRATION ENABLES SALES OF VOLVO'S NEW ELECTRIC VEHICLE FLEET IN NZ

CASE STUDY

THE CHALLENGE

For over 25 years, Volvo Cars New Zealand has worked closely with Volvo Cars internationally to import and distribute vehicles across NZ. Having more than doubled sales since 2019, Volvo NZ are now bringing on board their new fleet of electric vehicles. In response to the changing market demand, Volvo are acutely focused on maintaining their huge success last year as NZ's fastest growing European luxury car brand.

To support a move to an online sales model, Volvo Cars required all EV sales to be captured in a global centralised CRM. However local retailers were reluctant to invest more time and money into technology and training and move from their existing, feature rich and well loved CRM system.

VOLVO



100+

Volvo staff



738

vehicles sold 2021



8

sales retailers

THE SOLUTION

USE THE RIGHT TOOLS FOR THE RIGHT JOB

Flow's Statelake integration platform enables seamless connectivity between the resellers local CRM system, Autoplay, and Volvo's international CRM, Salesforce. The integration allows lead, opportunity, order, and customer data to be automatically pushed from one system to another in near real time. This avoids the manual data entry and management of two separate CRM systems and provides real time visibility on all EV sales.



UNLOCK SALES - FAST!

Volvo NZ wanted to focus its Resellers sales and technical training on the all new C40 and XC40 Recharge Pure electric models and didn't want the added distraction of implementing and training a whole new CRM system. This would involve managing a major migration and training for all users.

With Flow's Statelake integration this extra effort and cost was avoided, and all staff can continue using their local, preferred CRM. Statelake seamlessly manages the automatic transfer of data between both systems, allowing the sales teams to go hard, go fast, and start selling quickly



CAPTURE NEW OPPORTUNITIES

New Zealand is enthusiastically on board with electric vehicles - over 40% of new car sales are now either fully electric or hybrid. Statelake's integration allows Volvo Cars NZ to offer their new EV range in a much more efficient way.

Statelake gives real-time visibility to resellers, distributors, Volvo Cars NZ and International at every stage of the sales process and ultimately provides a far superior customer experience.

THE RESULTS



2 months

Speed of implementation



3+ yrs

Added to the life of legacy systems



+200 hrs

Staff training time saved



80%

of manual data entry eliminated



100's

of customers delighted with a superior customer experience



40 staff

change impact minimised



"Volvo Cars is rolling out a major digital transformation to blend online and offline sales channels. A key part of this is the usage of Salesforce to manage the customer journey. Our objective was to maintain a local lead management system but to still gain benefit from the marketing and analytical features of Salesforce. It was imperative that Volvo Cars NZ found an integration partner who could communicate a complicated project, scope precisely and accurately map the two systems.

Flow were able to demonstrate credibility within this field and communicate effectively both the technical and sales process specific elements of the development. With only a small window of opportunity with the Volvo Cars international development team - timeliness and expertise was a critical component to achieving our KPIs for this project."

BEN MONTGOMERY - General Manager, Volvo NZ

Want to know more? Let's talk.

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