

A Success Story

Sales force automation and after-sales service management are now digital at Doğan Trend with Panorama.

About Doğan Trend

Doğan Trend Automotive is an organization that operates under Doğan Holding and includes many brands. Doğan Trend is the distributor of brands such as Suzuki Motorcycle & Marine, Kymco, Vespa, Piaggio, Silence, Aprilia, Moto Guzzi and Bimas.

Doğan Trend aims to be the smiling face of mobility on land and at sea for its customers with its technological, environmentally friendly and unique brands, reliable service and happy team. Reliability and sincerity are among Doğan Trend's fundamental values. Doğan Group, with its corporate culture and responsibility of carrying this flag, starts the day with the motto "This shop is ours" and attaches great importance to creating and adding value. Doğan Trend Automotive brings innovation, acts responsibly and transparently, and also believes that it will achieve this together with its team, stakeholders and partners, and approaches business with passion.

Panorama in Doğan Trend Sales and Service Management

Within the scope of the project, Doğan Trend preferred Panorama for its sales and service management to be used by its 89 dealers in Turkey. The Multi-Channel Sales Management EnRoute and the After Sales Service Management CallDesk solutions of the Panorama platform for Suzuki Motorcycle & Marine, Kymco, Vespa, Piaggio, Silence, Aprilia, Moto Guzzi and Bimas products were positioned in the project. In addition, EnRoute and CallDesk were integrated with the ERP software used in the company.

P A N O R A M A



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Doğan Trend Project in Numbers

9 Product **37** Head Office Number Of Users **168** Number of Users of the Distribution **89** Number of Sales & Service Dealers

Digital Transformation with Panorama in Sales and Service Processes at Doğan Trend

In the structure used before Panorama, it was not possible to follow the processes of both engine and marine dealers in a central system. On the basis of the product group, dynamic solutions were needed, but a flexible and dynamic structure could not be designed. In addition, there was a need to speed up sales, service and field service processes and to make existing systems faster and simpler with a web-based and online structure without the need for a VPN connection.

With Panorama, a structure that allows all users to easily access and instantly monitor all sales and service processes through a web-based application, was introduced. In addition, common use structures were developed on the basis of different product groups. On the service side, the ability of field teams to enter data on the mobile platform and the ability to monitor all service processes over the mobile platform made a significant difference in marine operation.

The wide range of functions offered by CallDesk and EnRoute solutions provided a digital system in Doğan Trend's sales and service management. We supported Suzuki's digital transformation with our project, which provides speed and efficiency for personnel with different duties. In the next phase of the project, 23 car dealerships are planned to be included in the system.

Sales Force Automation EnRoute

A flexible model has been created in the sales processes of authorised dealers by positioning EnRoute Multi-Channel Sales Management in our project. Campaigns created on the basis of customer segmentation and the analysis process had a supportive effect on sales. It was ensured that the entire sales process; the process which starts with creating an order and continues with approval, informing the relevant people, the invoice / delivery note after shipment; was managed on a single platform. It was aimed to minimise man-made errors by integrating product returns and defective products/parts tracking to the process.

After-Sales Service Management CallDesk

Authorized service management, customer complaint / request management, product warranty tracking processes started to be managed digitally under the control of CallDesk for marine and engine dealers. It is aimed to improve the overall customer experience by improving after-sales processes. The follow-up of product warranty and fault recording processes within the scope of CallDesk has also provided convenience for technicians. When needed, technicians can easily place part orders from spare parts catalogs with pictures. Instant information and a developed tracking system provided fast and easily manageable after-sales service processes for Doğan Trend.

About Univera

Since 1992, we have been producing software in our own R&D center that enables our customers to digitize their sales, logistics and service business processes. We ensure that business processes are carried out quickly and with minimum error in subjects such as Multi-Channel Sales Management, Business Partner Management, Mobile Team Management, Warehouse and Production Management, Data Collection from the Field, and Supply Management for different sector needs. Software and hardware that may be required for the project in line with the needs of our customers and professional services are areas we provide maximum benefit. Today, we carry out projects in 20 countries, either directly or through our solution partners.

About Panorama

Panorama, with its 8th version released in 2021, was developed with a user-oriented approach. P8 has been developed with new generation technology tools that improve the user experience.

Panorama 8 offers a new end-to-end system from infrastructure technology to screen design. Our 6 different solutions through Panorama provide stronger support to your digital transformation with a new-generation perspective. Responsive screen designs that boost user experience, search feature, and dynamic framework enrich the Panorama experience. Panorama 8 makes a difference with its support and communication functions as well. Live support, instant messaging and integration ensure uninterrupted business processes.