

## SUCCESS STORY

# VOLKSWAGEN FINANCIAL SERVICES AG

Transforming processes  
boosts after-sales  
opportunities



Development and implementation of an after-sales communication and handling platform optimises service efficiency and opens after-sales opportunities

Volkswagen Financial Services AG sought an innovative online solution for improving its interaction with the repair workshops of branded dealerships in Germany.

### The Challenge

Volkswagen Financial Services AG is responsible for the worldwide financial services activities of the Volkswagen Group - with the exception of the brands Scania, MAN and Porsche and Porsche Holding Salzburg. The key business fields embrace dealer and customer financing, leasing, the bank and insurance business, fleet management and mobility offers.

Volkswagen Financial Services AG is the largest provider of automotive financial services in Europe. The company is committed to becoming "the world's leading automobile financial service provider" by 2018. Enhancing and optimising its dealer communications and handling of service and claims requests are pivotal to this strategy. Volkswagen Financial Services AG, wanted to remove the inefficiencies in its existing system in order to strengthen its after sales selling proposition.

It sought a re-designed portal solution with new functions for the service teams in all branded dealers' workshops in Germany. This was identified as a key route to maximising dealer and customer satisfaction by generating new after-sales opportunities. In a highly competitive market, Volkswagen Financial Services AG, wanted to move quickly with the development and rollout of this solution.

### Key Points

- Portal solution integrates dealer network with central contract system
- Optimisation of the claims handling process with complete or partial automated reports
- New after-sales opportunities identified as a result of integration and transparency

### Our solution

As trusted transformation partner to companies in both financial services and the automotive industry, Sopra Steria developed and implemented together with Volkswagen Financial Services AG a portal solution (web-based application) comprising:

- Consolidation of contract types (insurance, service management) into one database and integration of contractual information by interfacing the dealer management system with the portal solution

- Creation of a contract overview 'Dashboard', showing all customer contracts relating to the workshop process
  - An integrated system to support fleet management processes, concerning maintenance & repair, that can be customized to individual customer agreements in order to increase automated approvals
  - Integration of activities attached to a claims report, such as the claims calculation, plus full transparency of uploaded documents
  - New after sales process based on identified gaps between contract and customer need
  - Optimisation of the portal application by integrating different processes (leasing and non-leasing) and functions with one leading system
  - Integration of the two leading claims calculation systems (DAT and Audatex) including the dealers' database of wages and spare part conditions
- synchronise with other initiatives.
- Sopra Steria's role included:
- Definition of a rigid governance structure between two Volkswagen Financial Services companies (leasing and insurance)
  - Reducing labour time and process steps, such as displaying customer's contract data on demand
  - Optimising user access and number of used applications and systems, for example by implementing a single-sign-on procedure
  - Implementation of an interface between the contract database and the main dealer management systems (schedule system) of Volkswagen Financial Services
  - Reducing complexity and simplifying process steps by integrating a claims calculation service into the user interface - unique in the German auto market.

### How we worked together

The solution was based on the output of a dealer satisfaction survey. The project required close co-operation between Sopra Steria, various stakeholders within Volkswagen Financial Services AG, Volkswagen AG and the VW-branded dealerships.

Following analysis of selected dealer workshops, Sopra Steria proposed a full scale portal solution. A predefined timeline set by Volkswagen Financial Services AG had established that a pilot solution should be ready within nine months to

### Results and benefits

The portal solution went live in Q1 2012. The system was continuously enhanced in a second release, for example by implementing after sales processes for service and maintenance products, as well as warranty insurance.

The deep involvement of selected dealers in the process was a factor of success for Volkswagen Financial Services AG. It empowered the company to develop a greater understanding of the dealers' processes and demands on their businesses.

Among the benefits delivered are:

- Volkswagen Financial Services AG has seen an enormous increase of process efficiency in the services provided both to its dealers and the end customers in Germany
- Efficient process functions in a single portal solution have given dealers extra time to use the system's after-sales information to sell other products, such as warranty insurance
- An improved customer experience due to dealers having access to relevant customer data
- Full transparency of uploaded documents means that dealers reporting a claim can monitor the status of the request and calculate the claim.
- The Sopra Steria solution is now embedded as a central component of Volkswagen Financial Services after sales business in Germany. It is opening new after sales opportunities and enhancing the claims and service processes.
- Sopra Steria remains a strategic partner to Volkswagen Financial Services AG and will be supporting a planned global rollout of the portal solution to 18 more countries by 2014.



#### About Sopra Steria

Sopra Steria, European leader in digital transformation, provides one of the most comprehensive portfolios of end to end service offerings in the market: Consulting, Systems Integration, Software Development, Infrastructure Management and Business Process Services.

Sopra Steria is trusted by leading private and public organisations to deliver successful transformation programmes that address their most complex and critical business challenges. Combining high quality and performance services, added-value and innovation, Sopra Steria enables its clients to make the best use of information technology.

With 37,000 employees in over 20 countries, Sopra Steria had pro forma revenue of €3.4 billion in 2014.

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