



Informatica®



Jardine Motors Group

# Transforming High-End Automotive Retail:

## Jardine Motors Makes the Road Trip to a Single Customer View



*“Informatica Customer 360 is the glue that binds everything together and enables us to drive digital transformation while continuing to use our legacy systems.”*

**Alex Brown**

Head of Digital Marketing and Transformation  
Jardine Motors Group

### Goals

Build better customer relationships by establishing a single view of the customer across multiple dealer management systems

Comply with General Data Protection Regulation (GDPR) privacy mandates and rights requirements around customer data

Drive digital transformation by feeding high-quality customer data into Salesforce sales, marketing, and service clouds

### Solution

Consolidate customer data from legacy systems within Salesforce using Informatica Customer 360

Master customer and customer consent data to manage consent and fulfill customers’ data privacy requests

Use Informatica to maintain a single customer view within Salesforce, even as new information is entered into disparate legacy systems

### Results

Allows sales and marketing to build better customer relationships through digital marketing and householding

Facilitates GDPR compliance while empowering customers by putting them in charge of how their data is used

Enables digital transformation at dealerships’ own pace, without disrupting the business or relationships with auto and parts manufacturers

## Business Requirements:

- Improve customer data to capture more leads and close sales
- Personalize customer interactions at scale and across channels
- Modernize the technology environment while gradually retiring legacy systems

## About Jardine Motors Group

Jardine Motors Group UK Limited (JMG UK) represents some of the world's most prestigious and recognized car brands, including Audi, Porsche, Mercedes Benz, Jaguar, Land Rover, Ferrari, Aston Martin, and McLaren. The company operates motor vehicle franchises in more than 50 locations in the UK and employs approximately 2,700 people. Business operations include the sale of new and used vehicles, parts, service, financing, and insurance.

## Informatica Success Story: Jardine Motors Group

In the high-touch world of high-end automobiles, customer relationships are everything. Unlike some industries, the target market and source of leads for luxury and prestige automobiles is narrow and clearly defined. What can be challenging, however, is maximizing the value of those leads: making sure that they are properly nurtured and prioritized for followed up, especially when the initial interaction with the customer didn't result in an initial sale.

In the UK, Jardine Motors represents 13 of the world's best-known, premium automotive manufacturers, operating in more than 50 locations. It's a franchise business that sells new cars on behalf of the manufacturers, as well as used cars, repair, and Minister of Transport (MOT) testing services for the premium end of the market. Jardine Motors operates in a competitive space where sales depend almost entirely on customer relationships. That requires a unique, consistent, and complete view of each customer, including nuances such as household relationships.

One of the challenges Jardine Motors has faced over the years has been the proliferation of customer data across multiple systems. This is common in the automotive industry, as manufacturing partnerships often require the use of certain systems, and there are deep integrations between systems for after-sales service and parts. As a result, customer data was being distributed across dealer management and sales lead management systems such as Autoline DMS, Dealerweb, and enquiryMAX without a unique record for each customer.

Seeking a way to personalize customer interactions, Jardine Motors began its digital transformation journey. The lack of a single customer view meant its marketing team was not able to take advantage of cloud-based digital marketing and analytics solutions. This made it difficult for the company to offer individualized customer journeys across different channels, including web and social media, and bridge online, in-store, and on-lot customer experiences.

Different sources of customer information with different sets of preferences about how that information should be used also presented compliance challenges with the GDPR. For example, Jardine Motors has five dealerships in the town of Milton Keynes alone, and some customers interact with more than one of those dealerships. Because customer information was stored in several systems throughout the business, it became challenging to keep track of multiple relationships and preferences—for example, in those situations where more than one person in a household had purchased or serviced a car from Jardine Motors.

"We wanted to create a single view of the customer to allow us to be GDPR-compliant, deliver world-class marketing programs at scale, and reactivate lost sales and leads by resolving issues around duplicate





*"We initially based our business case for Informatica and Salesforce on reactivating lost sales and leads, but we've also generated revenue by improving our digital marketing and pivoting quickly into e-commerce."*

**Alex Brown**

Head of Digital Marketing and Transformation  
Jardine Motors Group



customer records and the complexities of dealing with households," says Alex Brown, Head of Digital Marketing and Transformation at Jardine Motors Group.

### Driving digital marketing transformation

To give employees a single customer view, Jardine wanted to move to Salesforce CRM and Marketing Cloud. However, it did not want to retire its legacy CRM systems all at once, fearing that a wholesale removal of those systems would disrupt the business and potentially put its relationships with manufacturing partners at risk.

"We decided to use Informatica to allow our legacy systems to continue to operate amid a changing business landscape while still maintaining a single customer view in Salesforce," says Brown. "Informatica Customer 360 is the glue that binds everything together and enables us to drive digital transformation while continuing to use our legacy systems."

Jardine Motors engaged Cloud Perspective, an Informatica Cloud Premier Partner with deep expertise in the solution, to assist with the deployment and ensure that it was providing value and ensuring clean, trusted data within Salesforce.

"Our data is very complex around households, and we needed rules for deciding when customer records are unique; for example, when email addresses are being shared [between household members]," says Brown. "We also have a complex set of customer consent preferences, which are stored in different systems because we hold preferences for each individual manufacturing partner. Cloud Perspective helped with all of that, giving us confidence that we were really consolidating customer information down to a single, unique record."

### Fueling a high-performance marketing engine

Now Jardine Motors runs all of its marketing with the benefit of a single customer view in Salesforce Marketing Cloud, but employees can still use the systems that they are comfortable with and that they've been using for many years.

"With Informatica Customer 360, we didn't have to rework our sales, after-sales, and finance processes, but we can still benefit from the advantages of Salesforce Marketing Cloud" says Brown. This included the ability to deliver personalized marketing at scale, and to implement standard customer journeys for scenarios such as reactivating lost sale enquiries. Since implementing the Salesforce and Informatica in early 2020, Jardine Motors are on track to recoup the investment in mid 2021, 6 months earlier than planned.



### Inside The Solution:

- Informatica Intelligent Cloud Services
- Informatica Cloud Data Integration
- Informatica Cloud Customer 360 for Salesforce

Inspired by the marketing group's success, other departments within the organization began asking how they could transform their processes. Jardine Motors is currently moving customer complaint handling to Salesforce Service Cloud to improve service experiences, using the single customer view provided by Informatica Customer 360. It's also using the single customer view to help address certain fraud prevention use cases.

### Shifting into high gear with e-commerce

When the COVID-19 pandemic struck, Jardine Motors immediately implemented new e-commerce platforms that enable the company to sell vehicles end-to-end online. Informatica Customer 360 played a key role, helping Jardine Motors build the new integrations into its single customer view.

"We initially based our business case for Informatica and Salesforce on reactivating lost sales and leads, but we've also generated revenue by improving our digital marketing and pivoting quickly into e-commerce," says Brown. "Financially, this has been a great project for us, helping to offset the challenges of in-dealership and face-to-face interactions brought on by the pandemic."

### Putting customers in the driver's seat

Jardine Motors also uses Informatica Customer 360 to manage customer consent and preferences to comply with GDPR and put customers in charge of how their data is used.

Brown concludes, "Informatica Customer 360 has been genuinely an amazing solution for us. It's enabling us to be a lot more flexible in terms of new systems and initiatives that we want to bring in across the business while remaining compliant."

Digital transformation is changing our world. As the leader in enterprise cloud data management, we're prepared to help you intelligently lead the way. To provide you with the foresight to become more agile, realize new growth opportunities or even invent new things. We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption. Not just once, but again and again.

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