



Let's Solve



## Case Study

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### **Delivered Superior dealer experience using Design-driven process for a South Korean automobile manufacturer**

LTI leveraged Remote Design workshops to create a new Automobile Dealer Portal. As part of the empathy session, we interviewed 18+ personnel spanning across 8 business units of the organization, mapped user journeys, identified pain points and derived insights to design the portal.



## Client

The client is a Canadian Capital (Finance) Division of South Korean Automobile Manufacturer.



## Challenges

- ▶ A non-dynamic portal involving more than 10+ manual processes
- ▶ High reliance on in-person follow-ups and telephonic updates
- ▶ Ineffective & hard-copy reporting practices



## LTI's Solution

- ▶ Captured 150+ roadmap features to be segregated for development plan spread over three years.
- ▶ Leveraging 70% out-of-the-box Salesforce functionalities and 30% customization for quick turnaround of MVP roll-out.
- ▶ Created dynamic dashboards offering real-time performance insights and decision-making powers through insights and data.



## Business benefits:

Improved dealer experience through new portal design: **Self-Service (Registration), Future- proof screen Designs, Product Portfolio**

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