



## GOLDMINE STEPS UP TO THE MARQUE

### BACKGROUND

BMW is the leader in New Zealand's luxury vehicle niche, with a 24.5 per cent market share. Worldwide the BMW Group produced more than a million vehicles in the year 2004, with New Zealanders purchasing 1600 of these.

BMW Group New Zealand works with a network of 12 authorised dealers throughout the country, importing cars and providing sales and marketing expertise, parts and service support, warranty management and service planning. The national office maintains a comprehensive database of all existing customers.

The national office and authorised dealers work closely together through the customer life cycle – from getting a potential customer's attention through branding advertising and direct marketing, teaching them about the products, turning them into a paying customer, and then retaining them as loyal customers whose satisfaction with the product or service encourages other customers to join the cycle.

New Zealand's luxury car market has become extremely competitive, both in terms of marques and car categories. For instance, while BMW, Mercedes and Audi had the market pretty much to themselves at the turn of the millennium, new players such as Alfa Romeo, Saab, VW, Volvo and Lexus are offering more options. Marketing Services Manager Tony Rogers says the market has "massified" as luxury cars become more accessible to a wider range of people. While this has increased the size of the market, it has significantly increased the array of options required within marques, particularly in the area of recreational vehicles such as SUVs. There is also the competitive threat of unauthorised importers confusing the marketplace.

In this environment, BMW needed to invest in its ability to get close to customers and their needs, and become more agile in its response.

### THE CHALLENGE

When BMW and Olympic formed their business relationship in 2002, BMW had a goal of moving from a sales-based company to a truly customer-centric enterprise. Its existing customer database system was a Unitrac contact management system, which did an admirable job of holding information about customers and tracking all activities and tasks connected to them.

But the company had decided to focus on customer relationship management - a business strategy built around the concept of being customer-centric, where the main goals are to optimise revenue by improving customer satisfaction in every interaction at all levels of the company.

The marketing department's research led to a short list of three customer relationship management systems. One was FrontRange Solutions' GoldMine customer relationship management programme, and two were proprietary systems being used by Group offices in South Africa and Australia.

Tony Rogers says the New Zealand company chose GoldMine because of several key benefits:

- It offered excellent value for money
- It was easy to customise to BMW's individual requirements
- It was suitable for a small market of New Zealand's size
- The international company agreed to pilot a BMW version of the system in New Zealand to test its suitability for small marketplaces around the world, and fund much of the customisation development

### THE SOLUTION

BMW opted for an installation that would provide a big-picture view of activities and sales, provide multiple remote access and integration options, and proactively manage opportunities and customers' needs. It installed GoldMine Corporate edition allowing it to:

- Create, manage, preview and generate reports from a central area.
- Access Microsoft SQL business intelligence tools and analyse data
- Automate database administration and direct marketing by generating targeted, personalised email and letters from a central location
- Share critical information
- Automate routine procedures

### IMPLEMENTATION

BMW was aware that the implementation of such a critical customer-facing system – something it had not had significant experience of – involved a high degree of risk.

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Olympic Software not only created an installation plan, it arranged a deployment process that enabled it to get alongside BMW as the transition between systems got underway. The goal was to remain close to the client until the new system became "business as usual".

Olympic assigned a consultant to stay on site for the duration of the installation, working closely with BMW's database administrator. The consultant identified and shared key areas of knowledge about GoldMine that BMW needed to achieve its vision of customer-centricity in operations.

Comprehensive training was provided for all who were to use the system, not only in how it worked, but how to handle scenarios that were specific to BMW's business situation.

Tony Rogers says he later realised the importance of partnership in software deployment when he saw implementations get derailed at other enterprises due to lack of post-implementation support.

"Olympic's support was absolutely excellent. I felt that after implementation we had emerged with a strong partner in Olympic, and the relationship has stood the test of time." Since the initial installation, BMW has had several upgrades of both its GoldMine system, and its customised modules.

**RESULTS**

GoldMine was a critical component of BMW's shift from a sales orientation to organisation-wide customer-centricity. Now, the company has a "single view of the customer". This gives staff the ability to add maximum value to each customer relationship, increasing the company's ability to ensure satisfaction.

"GoldMine enables us to get a snapshot of the environment incredibly quickly and make informed decisions so we can provide better service to customers than before, and it helps us to prospect in a more intelligent way" he says.

As a pilot project in New Zealand, GoldMine proved its worth. It was adopted in mid-2002 as BMW's preferred CRM system for small markets worldwide

**ABOUT FRONTRANGE**

FrontRange Solutions develops award-winning software and solutions used by more than 130,000 companies and over 1.5 million users worldwide to manage a wide variety of business relationships and provide exceptional service. FrontRange product families, designed specifically for small-to-medium-enterprise (SME) and distributed enterprise organisations include: GoldMine® for business relationship management, team-based contact management and sales forces automation solutions; IT Service Management with HEAT® and ITIL® standards-based modules for complete service management; Communication Management including IP Contact Center for reduced telephony costs and increased agent productivity, streamlined customer service and communications; and Infrastructure Management, which provides the ability to optimise the full lifecycle of a company's assets.

For more information, call +61 2 8080 3300 or visit [www.FrontRange.com.au](http://www.FrontRange.com.au).

**AT A GLANCE**

**Organisation:** BMW National office and network of 12 authorised dealers.

**Industry:** Distribution

**Web site:** [www.bmw.com.nz](http://www.bmw.com.nz)

**Product(s) Used:** GoldMine Corporate Edition

**Business Benefits:**

- Product implementation resulted in widespread improvements, including:
- Supporting the ability for BMW to become truly customer centric in its strategies and operations
  - Ability to manage marketing campaigns with clear goals and objectives, and generate quality leads for authorised dealers
  - Improved sales management through better information sharing and streamlining of existing sales and service processes
  - Greater customer understanding and more effective and personalised customer relationships
  - Support for maintaining and growing market share and profitability in an extremely competitive environment



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