

In this Case Study

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- Business Need
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- ValueFirst USP
- Valuefirst mobile data service architecture



COMPETENT
AUTOMOBILES CO. LTD.

Competent Automobile - Creating an Informed Supply Chain

A Case Study

September 2007

Introduction

Competent Automobiles is the biggest dealer for Maruti Udyog Limited. It's been a remarkable alliance which stands out in the auto trade - the enduring 15 years long relationship of Maruti Udyog Limited with their No. 1 dealer in India, Competent Automobiles Co. Ltd.

Business Need

As the Indian car market expanded, at one end Competent was selling higher number of cars than ever before and on the other hand, its bottom-line was plummeting because of decreasing margin on sales.

Therefore, Competent realized it pretty early that it will have to find opportunities to increase after-sales revenue to maintain the bottom-line.

Scenario

Two business lines which Competent was looking to increase after sales revenue was: -

1) Service 2) Insurance Reselling

Since, both the services are time-bound, if customers are informed at the right time, there would be significant increase in sales.

Competent wanted a communication solution which automatically reminds customers about the service and insurance due. It also wanted a solution where customers can automatically receive update of service, once they send the SMS

ValueFirst Messaging Pvt. Ltd.

B17, Second Floor, Sector 32, Institutional Area, Gurgaon 122001
Call: +91-124-46 32 000 | Mail: info@vfirst.com | SMS: Send 'ValueFirst' to 56070
www.vfirst.com



SMS
56070

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Solution

After carefully analyzing the requirements at Competent, **ValueFirst VelocityPlus** was proposed as the solution

- ValueFirst VelocityPlus enables two-way mobile messaging between IT systems and the mobile phones
- VelocityPlus can easily integrate with the existing application by means of a simple configuration

Application

- Customers to be sent reminders on service due
- Customers to be sent alerts to insurance relapse
- Customers can enquire about the status of their vehicle being given for service

Benefits

Hard Benefits

- Significant revenues in terms of commission from re-insurance
- Increase in revenues from servicing and spare parts/accessories

Soft Benefits

- Better customer loyalty due to customer caring attitude of Competent
- Higher brand visibility of Competent, due to personal reference given by people to other people because of better customer care

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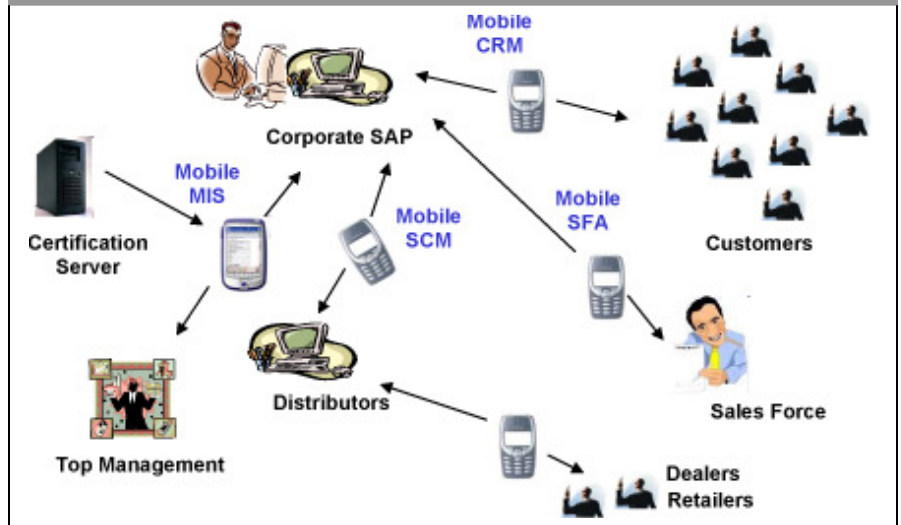
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ValueFirst USP

- 24 X 7 supports.
- Least time to market – deployment typically is done in one day
- Scalable solution in terms of architecture
- Highly configurable products - processes can be configured on-the-fly
- Redundancy of servers with load balancing, failover mechanism and least cost routing
- Carrier-Class enterprise mobile messaging including delivery reports and queuing in case of server breakdown
- Redundancy of operators by virtue of being connected to multiple mobile network through operators and aggregators globally

The below diagram describes the pictorial representation of schematic architecture of the services deployed by ValueFirst.

ValueFirst Mobile Data Service Architecture



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