

**BUSINESS INTELLIGENCE SOLUTIONS**

**CUSTOMER DATABASE  
FOR VOLVO TRUCKS**

**REFERENCE CASE**

Powered by information

**When you store information in different locations, chances are you'll end up with duplicate, inaccurate or contradictory data. For Volvo Trucks North America, this created unnecessary bumps in the road. That's why Volvo IT helped the information come together in one unified solution: Customer Database.**

Until recently, Volvo Trucks North America was using several different databases for storing information about customers, vehicles and dealers. As a result, much of the data was duplicate or inaccurate, causing errors and missed business opportunities. Due to the scattered data, it was also difficult to extract and analyze trends and patterns, which limited business insight.

When Volvo IT was challenged with providing a solution to this far-reaching problem, the first task was to study how the information was used throughout the organization. After identifying the

roots of the problem and discovering new possibilities during the research, Volvo IT introduced a Customer Database (CDB), a streamlined, consolidated data source containing all customer, vehicle, and dealer data.

**One source, less problems.**

To keep the information in the CDB correct and up-to-date, third-party software was incorporated into the database. The software strips the data of duplicates and inaccuracies, but it can also enrich it by applying additional information from the US and Canadian postal services. In one case, 25 slightly different versions of the same customer address were identified and consolidated into one address.

**Integrated with business.**

Since the CDB was implemented, the world-wide transportation supplier has experienced something of an efficiency boost. Daily tasks can be carried out faster, as the information at hand is reliable and

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easy to access. Furthermore, as CBD is integrated with existing solutions, dealers can still log in to their usual systems. The difference is that they now can take advantage of CDB to manipulate and save their data, with confidence in its integrity and ability to compare apples to apples.

## **Benefit from a clearer picture.**

Although CDB was developed as an internal business and reporting tool, it quickly became evident that the information could be used as a powerful sales tool as well. Today, the sales force can access the CDB through a web-based interface to learn about purchases, supply and service issues, warranty claims, vehicle information and much more before visiting a client. As a result, sales persons can proactively address issues before meeting with a cus-

tommer, instead of facing unwanted surprises during the customer meeting. In other words, by removing contradictory information from individual, isolated systems and making it more accurate and reliable, the sales team can benefit from a clearer picture of their customers.

## **Volvo Trucks North America**

Volvo Trucks supplies complete transportation solutions to professional and commercial customers in more than 130 countries world-wide. The largest markets are Europe and North America. The company has a complete product offering of medium to heavy trucks with a strong global network of 3,000 service operations. In 2006, Volvo Trucks sold more than 105,000 trucks worldwide, which is a record amount in the company's history.

# **VOLVO**

**Volvo Information Technology AB**

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