



## CASE STUDY

## AUTOMOTIVE



**Company Name**  
Lexus GB

**Industry**  
Automotive

**Web site**  
www.lexus.co.uk

**Solutions Partner**  
Name: Nickelodeon Computing Services  
URL: www.enickelodeon.com

### Business Benefits:

- Ability to monitor and measure effectiveness of marketing activities.
- Standardisation of sales tools and messaging through GoldMine's InfoCentre.
- Multiple remote users synchronise with central server hosted and maintained by FrontRange Solutions Certified partner Nickelodeon.
- Rapid return on investment with short implementation times, high user acceptance and near instant results.
- Measurement and monitoring of Key Performance Indicators relating to business performance.
- Global view of all marketing activity undertaken by Corporate Sales Specialists across the country.

### Quick Stats

No. Lexus Centres: 51  
 No. "Corporate Matters" Centres: 20  
 No. Corporate Lexus employees: 25  
 No. GoldMine Users: 25

# Lexus Sets Sights on Corporate Car Market with Support from GoldMine

### BACKGROUND

Lexus was launched in Europe in 1990 as a prestige brand competing against such well-established names as BMW, Mercedes, Jaguar and Audi. In the UK, Lexus operates a network of 51 dedicated franchised Lexus Centres, which are supported by a small central team at Lexus (GB) Ltd.

### INCREASED CORPORATE SALES

Lexus has been extremely successful in capturing a slice of the retail market but its record in the corporate car market has not been as strong. When Mark Waite joined Lexus as GB's corporate sales manager, from parent company Toyota, his goal was to increase corporate sales until they represent 35 percent of overall Lexus sales. During an initial evaluation of the Centres performance, he found there was little consistency between each franchise's approach to marketing and customer communication. "Some did it very well, using marketing techniques to generate and cultivate a pipeline but others just reacted to opportunities that came through the door," Waite explains. "We needed to develop a set of best practices and procedures, to benefit the overall Lexus community. The corporate market presents a real opportunity for Lexus."

### DEDICATED SALES RESOURCE

However, the small central team at Lexus (GB) didn't have the resources to deliver an integrated marketing programme on behalf of its retail centres. Waite therefore created "Corporate Matters" an initiative to support Lexus Centres wanting to take a proactive approach to corporate sales. To participate, Centres have to employ a sales specialist dedicated to growing corporate sales and in return Lexus (GB) will provide training, IT support and other backup.

To underpin "Corporate Matters", Waite needed a contact management system to support each Centre's customer communications, marketing and evaluation. The solution also had to incorporate reporting and feedback functionality between Centres and Lexus (GB) so the company could create a national database.

Waite chose GoldMine from FrontRange Solutions to be the corner stone of this system. He knew it had the full range of functions Lexus required after using it at Toyota.

### GLOBAL VIEW OF ACTIVITIES

GoldMine has allowed Lexus to move away from individuals keeping their own paper files to one in which they are supported by a national database of corporate sales activity and a suite of tools for communicating with and managing prospects and customer relationships.

"We now have a state-of-the-art solution that enables repetitive tasks to be completed in seconds and allows sales people to stay on top of opportunities," Waite points out. "Before we introduced GoldMine simple tasks like sending out a mail shot was a major deal."

Lexus (GB) uses the automated processes in GoldMine to pass leads generated from its website and other corporate promotions to the appropriate Centres. The system also allows each corporate sales specialist to record individual activity with prospects and clients within their geographical patch. The data gathered through GoldMine is then synchronised with the server, which allows Waite to run a variety of reports. He compiles individual reports for each Centre manager on their corporate salespersons



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Mark Waite,

Corporate Sales Manager

Lexus GB

activities and their impact on incremental business. Waite can also review the overall levels of activity and impact Lexus is having on the corporate market due to all the information is held in a central source.

For the sales specialists themselves, GoldMine offers a wealth of tools to make their jobs easier. These include the InfoCenter, which holds PowerPoint presentations, whole life costing data and product specifications, plus templates for customer quotes, letters and proposals generated by Lexus (GB). GoldMine also allows sales agents to produce their own mail shots, through a standard integration with the Microsoft Office suite. The system runs on laptops, allowing sales specialists to make use of GoldMine's facilities when visiting prospects and existing customers.

#### **RAPID DEPLOYMENT**

Lexus purchased 30 GoldMine licences and currently has around 25 users throughout 20 of its 51 Lexus Centres. It has taken less than 12 months from "Corporate Matters" initial concepts to the first centres going live in March 2002. It now takes less than a month – including end user training for new Centres to join the scheme.

FrontRange Solutions Partner, Nickelodeon hosts the hub of the solution on a server at their premises. Users then synchronise to update the master database and receive leads from head office with GoldMine's one button sync facility. Recognising that user adoption was key to the projects success, Waite decided to work with FrontRange Solutions Partner Nickelodeon Computing Services, to provide end user training and implementation after successfully implementing GoldMine at Toyota.

#### **INSTANT RESULTS**

Waite says the benefits of introducing GoldMine were felt immediately. "We've taken a big leap forward and our corporate sales specialists are stunned by what they can achieve," he says. "A number of new customer wins soon after the system was introduced can be directly attributed to GoldMine. It allowed salespeople to identify and contact new prospects in their territory. We now have proactive individuals turning

up new opportunities on a month-by-month basis. GoldMine's had excellent support from the Centres."

The reports generated in GoldMine are used as the basis for discussions between corporate salespeople and their line managers at the Lexus Centres, allowing them to monitor progress against pre-agreed objectives. These key performance indicators include numbers of new prospecting calls, new business proposals, demonstrator placements, levels of correspondence and pending activities. Lexus (GB) is then able to use these reports to monitor activity levels, identify skills gaps and offer support, such as further training, if and when necessary.

Customers also benefit from the system: they receive more regular and targeted communications from Lexus as well as receiving a more personal service as contact history is stored in GoldMine

#### **CONSOLIDATION**

Waite points out that Lexus was ambitious in its growth plans for the initial phase of "Corporate Matters" and that GoldMine was a huge leap forward. The company is currently consolidating and reviewing its processes and procedures before extending its use of GoldMine to other parts of the organisation. The early successes in the first Centres have attracted significant interest from others and he expects to see "Corporate Matters" eventually running in the majority of Centres.

Waite concludes, "Part of our strategy is to grow corporate business until it makes up 35 to 40 per cent of our volume. That growth will only come from supporting Lexus Centres in developing their own local markets and GoldMine will play a key role in achieving that."

