

Case Study

OpenLegacy Drives 20% Salesforce Productivity Improvement for Delek Motors

Delek Motors got 360° view of their customers

**15-25%**

salesforce productivity
boost

3

months for whole
integration process

Delek Group Ltd is an Israel-based holding and management company which controls a number of corporations with a range of investments in Israel and overseas including Delek Motors an exclusive importer and distributor of Mazda cars in Israel as well as Ford and Lincoln vehicles.

CRM ■ Call Center ■ IBM i (AS/400) ■ Microsoft Dynamics



The Challenge

When Delek acquired a franchise that imported the BMW luxury car brand in 2011, the CEO made a strategic decision to improve its customer experience across the entire lifecycle, with a view on improving customer acquisition and retention, and growing Delek's market share.

To achieve this vision, Delek set up a new customer call center, and implemented a customer relationship management (CRM) system. The new CRM needed to serve all the new call center representatives and personnel: a total of 120 users spread across the company's headquarters, logistics center, and 12 sales dealerships.

For the CRM to be effective, it needed access to core business applications to obtain car quotes, order details, logistics details, and customer care data. All of this information resided on an IBM i.



The Solution

Delek chose Microsoft Dynamics as its CRM, and the company leveraged the OpenLegacy platform to integrate it with their IBM i applications. Delek chose Elad Systems, a Microsoft Gold partner, as the system integrator for the CRM implementation project.

Fast, non-invasive integration

Within three weeks, more than 120 IBM i application screens were incorporated into the CRM platform. OpenLegacy enabled the business logic to fit the current needs of the new CRM workflow, without making any changes to the underlying environment. The security and permission definitions remained intact. This was made possible by OpenLegacy's platform, which dramatically simplifies the backend integration. Thanks to the fast integration with the IBM i, Elad Systems completed and launched the entire project within three months—on time and under budget.

Intuitive User Interface and Enhanced Capabilities

For the first time, Delek sales and customer care representatives have a 360-degree view of their customer: From their first visit to the dealership, to getting quotes and purchasing a vehicle, post-purchase service, and trade-in. The CRM platform—connected to the underlying IBM i core business applications—supports the customer call center, retail sales, lifecycle marketing, marketing channel performance monitoring, automated reminders for sales people, executive dashboards, and detailed performance reports. The new application features a user-friendly interface that simplifies the workflow for call center representatives and puts the information they need at their fingertips.



The Result

Time savings and improved productivity through a streamlined user interface

The streamlined, user-friendly interface of the new CRM application led to substantial time savings for every transaction, translating to aggregate time savings of one to two hours a day for each sales person—or 12%-25% productivity boost.

Increased conversion rate through effective lead management and marketing

For the first time, sales leads are effectively nurtured and managed through the CRM platform. This leads to a significant improvement in conversion rates from lead to customer.

The productivity improvements and increased sales conversion resulting from integrating Delek's core IBM i applications with Microsoft Dynamics CRM led to a positive ROI for Delek Motors.



The Microsoft CRM implementation is part of a bigger project at Delek to combine legacy applications with new technologies, offering our users uniform and friendly interfaces. OpenLegacy made the integration between the IBM i applications and the CRM fast and painless.



**Ruth Hirsch, Deputy CIO,
Delek Motors**

The whole integration project was on-time and under budget

The integration project took 3 months, which met Delek Motors time and budget constraints.

About OpenLegacy

OpenLegacy's Digital-Driven Integration enables organizations with legacy systems to release new digital services faster and easier than ever before. Connecting directly to even the most complex core systems, OpenLegacy automatically generates the digital-ready components needed to integrate legacy assets into exciting new innovations. With OpenLegacy, industry-leading companies release new apps, features, and updates while spending a fraction of the time and resources, so they quickly and easily become digital to the core.