

Easy Customization is the biggest reason to implement SkyDesk CRM

Speedy search for customer information strengthens customer relations



Issues faced before implementation Centralization of information

Hybrid Co., Ltd. handles all kinds of services related to motorcycles, such as selling new/used motorcycles and parts, repairing motorcycles and motorcycle inspection. When a repeat customer comes to their store, they've always tried to build good relations with him/her by utilizing information such as the make of motorcycle the customer owns and its maintenance history. However, they usually take a long time to search for related customer information as such information is not centralized.

• Managing transaction information.

Transaction information for customers such as vehicle identification numbers, maintenance history, vehicle inspection and term of insurance is separately stored as hand written documents. As a result, it takes a long time to locate the document belonging to a particular customer.

• Maintenance and Renewal of Systems.

Hybrid previously used a software with which they can save customer information, but it became too outdated to be any longer usable. With that software, they also experienced difficulties in customizing screens to displaying only items relevant to their business, so that it was hard for them to use.

How do you solve these issues with SkyDesk?

To solve these issues, Hybrid uses SkyDesk CRM in the following ways:

1. Integrated information management

Consolidate customer data, such as vehicle identification numbers, and history of maintenance and inspections, which used to be stored hand written documents.

Input interactions with customers as needed.

Utilize search functions to locate customer information easily and quickly.

2. Data retrieval and customization of functions

Because SkyDesk CRM is a cloud system, it always stays updated, making it easy to retrieve existing data.

SkyDesk CRM is also highly customizable, making it suitable for whatever we want to achieve.



What advantages have you gained by implement SkyDesk CRM?

After implementation of SkyDesk CRM

1. Integrated information management.
2. Easy to customize screens.

1. Integrated information management.

• SkyDesk allows us to grasp information such as a customer's purchase history and make for vehicle he/she owns at a glance. As a result, we are able to improve our customer service. With SkyDesk, we can better manage motorcycle inspections, insurances, and arrival of motorcycle stock or parts. We also can handle other essential information such as related suppliers, vehicle mileage, and inspection date.

• Whenever a customer makes a purchase from us, we are able to link this to customer information and edit our operational histories.

• Using the vehicle identification number as a key, we can track our interactions with customers and easily obtain necessary information for providing timely service.

2. Easy to customize screens.

• We can speedily search for the customer information that we want and freely customize such items on screen.

<An example of customer information field>
Easy to add/delete items

商品									
	商品名	品番番号	庫台番号	次の車検					
新車	サンプル バイク1号	横浜00-00-00	AA11-1000010	2013/09/10					
新車	サンプル カート2号	横浜000 00-00	BB22-1000007	2014/05/15					
商品の履歴									
商談									
	商談名	金額	ステージ	完了予定日					
編集	バイク買い替え	¥90,000	希望車検途中	2012/12/28					
新しい商談									
完了した活動									
	オーナー名	件名	更新日時	活動の種類	期票	ステータス	開始日時	終了日時	通
編集	新車	空のつくえ	2012/12/11 11:24 午前	オイル交換ご来店	予定		2012/12/04 11:30 午前	2012/12/04 12:00 午後	

<An example of linking customer information with products or operational histories.>

Can grasp all the information related to a customer at a glance.

What would you like to do next?

1. Manage tasks by linking customers and products.

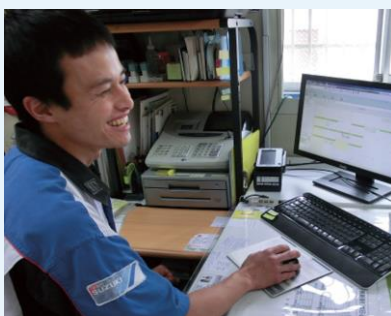
We would like to prevent delayed response to customers by managing essential operations such as follow-up contacts one week after the delivery of motorcycles, and notifying customers on upcoming motorcycle inspections.

For example, by scheduling tasks such as “Contact customers two months before renewal of insurance,” we will not miss out on any step in our business operations.

2. Sharing information among shop clusters.

By sharing information among multiple shop clusters, each store can now easily track the operational histories of other stores. We would like to use this information to better fulfill customer's demands as we push forward with our operations.

Thank you.



Hybrid Inc.

■ Company profile

A motorcycle shop located in Osaka, Japan. Founded in 2001.

■ Nature of business

Sales of new/used motorcycles, repair of motorcycles, insurance, sales of parts and motorcycle supplies, and trading in used motorcycles.

■ URL

<http://www.hybrid-suzuki.com/>

— Customer Voices —

“Easy customization” is the biggest reason to implement SkyDesk.

Through our motorcycles, we would like to establish lasting relationships with our customers. SkyDesk enables us to search for customer information quickly and is extremely useful for us in achieving our goal.

Fuji Xerox Asia Pacific Pte Ltd

80 Anson Road #37-00 Fuji Xerox Towers, Singapore 079907

Tel: (65) 6766 8888

• For sales enquiries, please contact us at skydesk-sales@fujixerox.com



<http://www.skydesk.sg/>

Xerox, Xerox and Design, as well as Fuji Xerox and Design are registered trademarks or Trademarks of Xerox Corporation in Japan and/or other countries.