



HONDA

Strategic CRM at Honda Australia

Honda manufactures and markets a successful range of motorcycle, power equipment and marine products. The Honda brand has a reputation for quality, technology and performance. Honda Australia recognized that while it was diligently nurturing individual relationships with partners, dealers and customers, each was closed off from the others. Inevitably, this meant valuable customer data being trapped in pockets within the organization and not available to potential users.

Honda realized that consolidating and freeing up the flow of data could have a huge positive impact on the effectiveness and efficiency of the business. Honda developed a strategy themed Customers For Life, based on data integration and a whole-of-customer view. Honda found customer-related data in numerous spreadsheets and databases across the business. These were integrated into a single CRM platform, supplied by salesforce.com, and hosted in the cloud. This was enriched with customer information from Honda Australia Rider Training (HART), Automobile Association memberships and several other sources to create a single comprehensive data source and reporting system. Honda then removed responsibility for managing customer relationships from individual departments, and moved it to the CRM unit. An integrated view of the customer has allowed Honda to stop different operating units from bombarding customers with multiple communications. Instead, Honda now consolidates outbound customer contact into meaningful and relevant communications, and accurately measures communications effectiveness. Honda has built workflows into customer touchpoints, for example customer satisfaction surveys, guaranteeing follow-up of any negative comments. The immediate effect was a reduction in complaint resolution time from months to minutes. Honda has shifted closer to becoming a unified brand that really knows and understands its customers.