

ELO Customer Reference

Autohaus Boris Becker

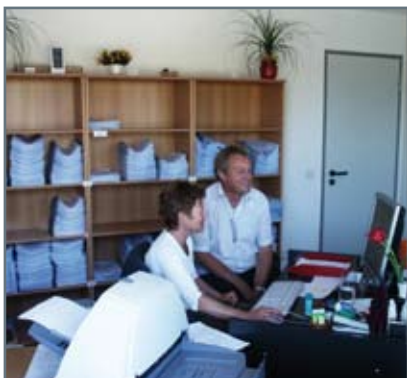


Reference

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Reduction in administration costs

Fast working with a central information pool



“The project went exactly as we expected and as it was discussed with the ELO business partner.”

Hans-Joachim Kloth (on the right in the photo),
IT Manager, Autohaus Boris Becker

With *ELOprofessional*, Autohaus Boris Becker has reduced administration costs and created a central information pool for in-house and field staff. Queries from customers can now be processed directly and quickly. It was also possible to save on printing costs using a form management solution.

Autohaus Boris Becker GmbH & Co. KG has three sites in West Pomerania. Over the past 15 years, the company has developed into a high quality multi-brand business in Stralsund, Greifswald and Ribnitz-Damgarten. Having started as a Mercedes-Benz dealership group, the smart, Chrysler, Jeep, Dodge and Renault marques have been added. The activities of the dealers range from advice and sales of new and used cars to repairs and financial services. The aspect of service quality is the top priority here.



Solution

an additional benefit



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Optimum coordination of all sites

Overview

Country: Germany
Sector: Automotive

Company

Autohaus Boris Becker GmbH & Co. KG has three sites in West Pomerania. Over the past 15 years, the company has developed into a high quality multi-marque business in Stralsund, Greifswald and Ribnitz-Damgarten. The activities of the dealers range from advice and sales of new and used cars to repairs and financial services.

Challenge

All processes and documents on a repair procedure should be visible at a glance. The costs in the printing area are to be reduced.

Solution

With **ELOprofessional**, all the documents on a repair procedure are now located in the ELO archive. The dealer management system Alphaplus (IBM AS/400) and various Mercedes-Benz applications have been linked to **ELO**. Documents are transferred automatically. With a form management solution, effective print management has been implemented.

Benefits

Paper consumption and printing costs have been lowered, administration costs have been reduced and a central information pool for in-house and field staff has been created. Customer service has been vastly improved.

Benefits of Becker in West Pomerania

For Autohaus Boris Becker (BB), service quality is more than just a commitment, it is an experience which makes a crucial difference to customers. The requirement for customer service is therefore a key aspect at Autohaus BB. To maintain this standard, optimum coordination of the sites in West Pomerania and an overview of the multi-brand business is needed.

Individual industry solution

Due to the increasing deluge of paper over the last fifteen years and the lack of a central information pool for the company as a whole, Autohaus Boris Becker decided to introduce a document management system (DMS). The archiving solution already used in the company was unable to meet the comprehensive standards of an efficient DMS solution. The company therefore decided to introduce **ELOprofessional** as the central DMS. The primary selection criterion was the knowledge of the industry held by **ELO** and its business partner. Autohaus Boris Becker therefore accordingly received a comprehensive industry solution tailored precisely to the company. "The price/performance ratio of **ELO's** overall package won us over. From print management through to archiving, it was exactly what we wanted", explained IT Manager Hans Joachim Kloth.



Optimising repair services

As in many companies without a DMS, the staff at Autohaus BB used to save their documents on personal file servers. A lack of transparency, no process-related filing, long search times and a lack of updated information at all three sites was the result.

The implementation of an electronic vehicle record "Sales of new and used vehicles" with **ELO** in which all information on a sales transaction can be easily found is therefore planned for the future.

In the first project phase, the company decided to start with optimising repair services. One of the most elementary considerations here was the structure of the electronic archive, since this is the only way to find documents instantly. For this, the vehicle identification number will be used as the unique identifier of a vehicle. All documents relating to a vehicle repair, in the "service" electronic vehicle record, will automatically be assigned to this number. This ensures that every member of staff can immediately trace all the services on the system. All handwritten documents on the repair will be scanned in at a central location and then automatically assigned to the relevant vehicle.

"If a customer comes to us with a repair order, I can enter the vehicle identification number or an adequate form of identification in **ELO**. The system prints out the repair order and the first document for the repair procedure is automatically assigned to the vehicle in the archive", explains Hans Joachim Kloth in relation to a normal service process.

Within a repair, other documents such as material requisition cards or testing logs are then added to these. Invoices or reminders directly from the financial accounting department will also be assigned to the relevant repair procedures.

End-to-end solution through flexible connections

To ensure end-to-end archiving of the documents in the service and sales process, it was important to connect **ELO** with the dealer management system Alphaplus (IBM iSeries (AS/400)). Documents which are now generated by Alphaplus are automatically archived by **ELO**. Information on the vehicles is also transferred from various Mercedes-Benz applications to the archive. Documents from the other dealer management systems used, such as the CIDCAR system for Chrysler and C/A/R/E for Renault, are also automatically transferred by **ELO** to the archive.



“The approach was to automatically transfer all the documents raised in the service process to the **ELO** archive and to save them in a digital “service” vehicle record at transaction level. To optimise the service process, it should be possible to search for all documents from any workstation. Likewise, the introduction of **ELO** should also lead to an improvement in warranty processing”, explains Hans Joachim Kloth in reference to the requirements of the new DMS.

Processing customer queries directly and quickly

Documents (service orders, invoices, storage documents, daily closing lists, etc.) printed by the system now flow automatically into **ELO** with keywording. Furthermore, a comparison is made between the archived documents (invoices) and the financial accounting system used (T-Systems). Reminders are also saved with a corresponding link to the invoices for which they have been issued. Documents filled out by hand (important for warranty processing, for example), are scanned in after order completion, automatically keyworded and fed into the digital repair process in **ELO**.

Today, customer queries can be resolved immediately through direct discussion. It is no longer necessary to retrieve the required documents from the archive and leave the customer waiting. Agreements, quotations and orders can be viewed and processed in **ELO** quickly and precisely.

*“The price/performance ratio of **ELO**’s overall package won us over. From print management through to archiving, it was exactly what we wanted.”*

“With central filing and the ability to see all data on a repair procedure at a glance, we were able to significantly optimise our customer service.”

Hans-Joachim Kloth,
IT Manager, Autohaus Boris Becker

Solution

an additional benefit



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Seamless integration into industry solutions

“The form management solution has allowed us to reduce our printing costs.”

Hans-Joachim Kloth,
IT Manager, Autohaus Boris Becker

Cost savings with effective print management

In addition, a new form management solution should give rise to savings in printing costs. A partner company specialising in print/output management has implemented an effective form management system for this (industry solution for car dealers). The dealer no longer has to buy expensive forms and print them out with a matrix printer. Using the new solution, the original order or invoice with the accompanying forms generated in Alphaplus is prepared and printed according to the corporate identity. The form management solution is seamlessly integrated in ELO.

Location-wide information access

All three sites are connected to the ELO archive via the Internet Gateway (IGW). Staff in Stralsund, Greifswald and Ribnitz-Damgarten thus have access to the same level of information. This solution tremendously facilitates work for customer advisors in the service area in particular. It is possible to quickly trace which repairs are still pending, what has been done to a specific vehicle in the past and the current status of the process. It is therefore possible to present a more professional image to the customer. “In accounting too, in the event of queries or complaints, using the IGW our staff can see directly what actions have been performed in the service and respond quickly accordingly”, according to Hans Joachim Kloth.



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Improvement in customer service

“Field staff in particular will benefit from central access to the ELO archive, staff can quickly get an overview of the relevant process while on the move and act appropriately and efficiently at the customer premises.”

Hans-Joachim Kloth,
IT Manager, Autohaus Boris Becker

With ELO, Autohaus Boris Becker was able to lower its paper consumption, reduce administration costs and create a central information pool for its in-house and field staff. Customer service has been dramatically improved since information on repairs can be called up at the click of a button.

Next on the agenda is the implementation of the “electronic vehicle record for the sales of new and used vehicles”.