



CASE STUDY



Accelerating Customer Engagement Across Southeast Asia: BMW Asia's Multi-Country Salesforce Rollout

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OVERVIEW

In collaboration with TechMatrix Consulting, BMW deployed Salesforce to drive intelligent automation and data-driven customer relationship management across seven key regional markets.

BACKGROUND



BMW Asia oversees regional operations and customer engagement strategies for the BMW and MINI brands across key Southeast Asian markets. With increasing consumer expectations and a strong focus on brand experience, BMW aimed to unify its digital approach across countries. Each dealership operated in its own environment, leading to inconsistent customer journeys, inefficient sales tracking, and limited visibility into post-sale interactions.

To modernize engagement and streamline operations, BMW collaborated with TechMatrix Consulting to roll out a scalable, Salesforce-powered platform—designed to integrate customer touchpoints, empower regional dealers, and deliver personalized experiences across the customer lifecycle.

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CHALLENGES

As BMW Asia expanded its footprint across Southeast Asia, it faced operational silos and inconsistent customer engagement across regions. From managing test drives to executing events and tracking post-sale touchpoints, the absence of a unified system created inefficiencies and limited visibility—hindering both dealer productivity and customer experience.

CONSISTENT ENGAGEMENT ACROSS COUNTRIES

Managing customer engagement for BMW and MINI dealerships across multiple Southeast Asian nations with localized operations.

FRAGMENTED SALES PROCESSES

Lack of standardized workflows across enquiry handling, test drives, agreements, and vehicle delivery.

DISCONNECTED MARKETING AND EVENTS MANAGEMENT

Planning and tracking regional promotions and events required a more integrated platform.

LIMITED CUSTOMER INTELLIGENCE

Customer data was scattered, making it difficult to derive actionable insights or enhance personalization.

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SOLUTIONS

TechMatrix Consulting led a regional Salesforce rollout tailored to BMW's unique requirements for both BMW and MINI dealerships.

MULTI-COUNTRY SALES AUTOMATION

Standardized sales processes from enquiry to delivery across Singapore, Malaysia, Thailand, Vietnam, Indonesia, Philippines, and RoA—ensuring unified execution and visibility.

MARKETING EVENT & CAMPAIGN MANAGEMENT

Salesforce enabled seamless coordination of regional marketing initiatives including roadshows, test-drive events, and promotional campaigns.



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CUSTOMER DATA ENRICHMENT

The platform captured and enriched customer data across all touchpoints—allowing dealers to probe for replacement opportunities, gather referrals, and build lasting relationships.



BUSINESS ANALYTICS & SCHEDULING

Powerful dashboards and predictive analytics surfaced key trends and recommendations, while calendaring features supported proactive follow-ups and post-delivery engagements.



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RESULTS

BMW's partnership with TechMatrix was marked by strategic alignment, meticulous rollout planning, and deep Salesforce expertise. The implementation empowered dealers to engage customers more meaningfully and build lasting loyalty through automation and enriched data insights.

UNIFIED SALES WORKFLOW ACROSS SOUTHEAST ASIA

Standardized processes improved consistency and visibility for all regional dealerships.

IMPROVED CAMPAIGN EXECUTION ACROSS REGIONS

Centralized event and promotion management streamlined planning and boosted outreach.

ENHANCED POST- DELIVERY ENGAGEMENTS

Automated scheduling enabled proactive follow-ups and long-term relationship building.

INCREASED DATA INTELLIGENCE AND REFERRALS

Rich customer profiles empowered dealers to identify new opportunities and drive loyalty.

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journey toward innovative
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