



Customer 360 Unifying the Customer Journey with a Dealer-Facing Insights App

Client: **Fortune 500 - Global Auto OEM (North America)** - Dealer Customer



At a Glance

17%

of loyal customers were
switching dealerships yearly

1

unified view of customer
history and preferences

360°

customer profile: sales,
service, ownership, RO detail



The Client

The client is a leading Fortune 500 - Global Auto OEM whose dealer network needed a better way to recognize and re-engage customers who had already owned one of its vehicles.



The Business Challenge

17% of the client's loyal customers were switching dealerships each year, taking their purchase and service history with them in practice, since that history was scattered across multiple systems and databases with no unified view. The result was lost customer history, decreased brand loyalty, and dealers who struggled to build relationships with new customers who had, in fact, already owned one of the OEM's vehicles.



Our Approach

We built a customer Insights app that gives dealers a single, unified view of a customer's history, preferences, and service needs. The app consolidated what had been scattered across separate systems into one place dealers actually use during a customer interaction.

- Implemented batch processes to consolidate scattered customer data into a central Oracle database.
- Developed REST APIs using JAX-RS for easy, consistent data access across the app.
- Integrated further data flows using MuleSoft ESB.
- Launched the Insights app to dealers with a unified customer profile, VIN-based lookup, active ownership summary, and repair order (RO) detail.



Solution Overview

In business terms, dealers went from having no memory of a customer's history with the brand to being able to pull up that entire relationship, right from vehicles owned, service history, current standing, in one lookup.

Before: Fragmented Customer History



After: Unified Customer Insights

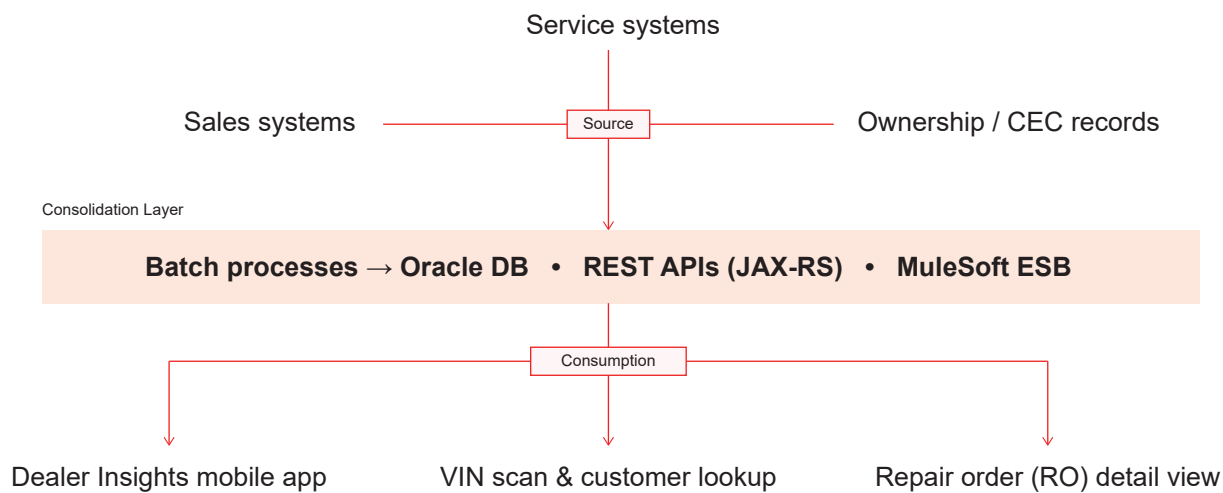


Technical Approach & Architecture

Customer data from sales, service, and ownership systems is consolidated through batch processes into a central Oracle database, exposed via REST APIs built with JAX-RS and further integrated through MuleSoft ESB. Dealers consume this through the Insights mobile app, which supports VIN scan and customer lookup, an active-ownership and experience summary, and repair order (RO) detail - giving a snapshot of lifetime loyalty and any recent service concerns at a glance.

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Customer Insights App — Solution Architecture



Business Outcomes & Results

Metric	Before	After	Business Impact
Data unification	Customer data scattered across multiple systems	Consolidated into a central database via batch processing and APIs	Dealers get one unified view instead of piecing together history manually
Customer recognition	Dealers couldn't recognize repeat owners easily	VIN scan and customer lookup surface full ownership history	Better relationship-building with returning customers
Dealer insight	No visibility into lifetime loyalty or recent issues	Snapshot of experience across Sales, Service, and CEC	Quick insight into loyalty and any recent problems reported
Customer retention	17% of loyal customers switching dealerships yearly	Personalized dealer interactions based on real history	Stronger customer relationships and improved brand loyalty



Why It Matters

This engagement shows the Ferfier can turn a data-fragmentation problem into a customer-retention tool, not just a reporting exercise. The same consolidate-then-expose pattern (batch ETL, central store, REST/ESB access, purpose-built app) is directly repeatable for any client whose customer, asset, or account data is siloed across legacy systems.



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