

HELLA INCREASES CUSTOMER ORIENTATION

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HELLA enters strategic collaboration with Salesforce

Customer focus plays a key role for international automotive supplier HELLA. "Offering products and services that are custom tailored to meet the exact requirements of our customers has always been our top priority", attests Dr. Matthias Schöllmann, Managing Director for the OE Sales & Marketing business unit. "At the same time, it is also very important to be able to detect changes in these requirements as well as identify upcoming trends quickly and in a thorough, comprehensive manner so that we can respond in the best way possible". A pioneer of technology in the automotive supplier industry, HELLA has therefore decided to enter a strategic collaboration with Salesforce, the global leader when it comes to cloud-based Customer Relationship Management (CRM) solutions.

By leveraging the CRM platform provided by Salesforce, it will be possible to exchange information between HELLA and the customer on a global basis, in a much faster, more flexible manner, thereby reducing response times. The CRM platform will also be used as a joint platform shared by HELLA sales and service teams around the world. "The new Salesforce-based platform is a win-win solution for everyone involved. While our customers receive solutions faster and more efficiently, we are able to sustainably strengthen our customer relationship so that we can continue to experience organic growth", emphasizes Carsten Albrecht, Managing Director for the Aftermarket business segment.

Source: Hella