

Yulon Nissan Implements Next Generation DMS to Enhance Customer Service and Boost Sales

Yulon Nissan Motor Co., Ltd
Taipei, Taiwan
www.yulon-motor.com.tw

Industry:

Automotive

Annual Revenue:

US\$786 million

Employees:

500

Oracle Products & Services:

Oracle Database
Oracle Real Application Clusters

Key Benefits:

- Supported informed decision-making by delivering real-time information to customers, dealers, and senior managers
- Ensured 24/7 availability by implementing a clustered database platform to run DMS
- Improved data accuracy and currency by storing information in a central repository
- Replaced disparate client-server framework with centralized architecture
- Increased the success rate of marketing campaigns by targeting the right customer segments

“The new DMS provides integrated, real-time data that supports informed decision making and better customer service. The combination of Oracle Database and Oracle RAC also ensures 24/7 system availability.” – Michael Luo, Manager, Second Information Group, Information System Center, Yulon Nissan Motor Co., Ltd

Yulon Nissan Motor Co., Ltd is a joint venture between Taiwan’s Yulon Motor Co., Ltd and Japan’s Nissan Motor Co., Ltd. The company has been manufacturing Nissan automobiles under license since the 1960s. It also imports Nissan Infiniti and Renault vehicles. Taiwan’s proximity to mainland China puts Yulon Nissan in a strong position to export cars to an ever-growing automobile market.

In 2005, Yulon Nissan began developing a next-generation dealer management system (DMS). The system enables customers to interface with the company’s dealers, and is critical to maintaining smooth operations and prompt service. To ensure the DMS is always available, Yulon Nissan selected Oracle Database and Oracle Real Application Clusters to underpin the system.

Dealers and customers now enjoy 24/7 access to the DMS. Moving to a single DMS eliminated the cost and complexity of maintaining disparate dealer applications, unifying information and enabling Yulon Nissan to communicate effectively with its dealer network. The system also collects and stores customer data in a single repository, ensuring Yulon Nissan staff can access accurate, up-to-date information to build customer profiles and support sales and marketing campaigns.

The Need for Real-Time Information

Yulon Nissan’s previous DMS ran on an IBM AS/400 mainframe and covered sales, events, service, parts, and customer queries. Dealers maintained their own financial and personnel systems, making it difficult to integrate dealer information with Yulon Nissan’s DMS. Data had to be consolidated to be of any real use. The lack of real-time information became increasingly problematic as competitive pressures required faster decisions.

Yulon Nissan required dealers to transmit data every day at a certain time, causing the system to slow down significantly and frustrate users. Other problems included the text-based user interface, rising mainframe maintenance fees, and the poor system integration capabilities of the distributed client-server architecture.

To resolve these issues, Yulon Nissan decided to build a new DMS. The system needed to fulfill four criteria: deliver real-time channel management capabilities; support unlimited, multi-brand interfaces; offer flexible management tools; and be cost-effective to maintain.

Enhanced Customer Service

Yulon Nissan wanted to use the new DMS to deliver integrated information in real time. For example, service stations must fill in customer service logs and send the information to Yulon Nissan. Whenever a customer used a service station other than their usual outlet, a separate document would be created. This led to multiple service logs for the one customer, making it difficult for Yulon Nissan to build a complete and accurate customer profile.

The new DMS integrates information submitted by different dealers into a single database. Service station personnel must input the body and engine numbers of the customer's vehicle before they can access the client file, ensuring they are updating the correct document. An accurate profile provides dealers across different districts with a complete history of the customer so they can respond quickly to any queries. In the near future, they will also be able to log when a customer brings in their car for the free 5,000 and 10,000 kilometer vehicle check.

Yulon Nissan can use information in the integrated database to develop marketing campaigns targeting specific customer segments, increasing success rates. For example, the company targeted owners of Nissan Cefiro and Nissan Sentra cars for a recent campaign, and was able to monitor the number of people who took up the offer using the DMS.

Improved Dealer Management

Moving to a single DMS has given Yulon Nissan full control over the system used by dealers to collect information. It minimizes costs and eliminates integration problems caused by independent system development by dealers.

The DMS can also be duplicated quickly, making it easier for Yulon Nissan to bring new dealers on board. In addition, the system enables dealers to share best practice management policies and service experiences for the benefit of the entire network.

Dealers initially resisted the new DMS. However, after Yulon Nissan provided in-depth training on the new system, dealers were won over by the superior functionality and flexible Web-based user interface. In a survey conducted in 2006, dealers rated Yulon Nissan a four out of five in terms of a satisfactory working relationship.

“The ability to view data in real time is the most significant benefit of the new DMS,” said Michael Luo, Manager, Second Information Group, Information System Center, Yulon Nissan. “It is of great assistance when making decisions. The ability to access business intelligence analysis has won unanimous praise from dealers and senior management.”

Why Oracle?

Yulon Nissan is a long-time Oracle customer, implementing several versions of Oracle Database over the years and a range of Oracle E-Business Suite applications in 1999 to manage its manufacturing operations.

Due to the size of its database and the need for 24/7 operations and real-time data transfer, Yulon Nissan needed a high-performing clustered database solution to run its new DMS. The company selected Oracle Database and Oracle Real Application Clusters (RAC) to build a secure, stable platform for the DMS. The solution’s easy scalability, load balancing features, and robust security suited Yulon Nissan’s requirements for 24/7 reliability and always-on operations. The company has expanded the initial two-node cluster to five nodes as demand increased.

Implementation Process

To minimize disruptions to its business, Yulon Nissan decided to migrate to the new DMS in several stages. The company is integrating the DMS with the enterprise resource planning and marketing systems, and is also trialing radio frequency identification technology. Yulon Nissan estimates that it will take up to five years to complete the migration; it is currently at the half-way point.

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