

Exide Industries Limited

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by

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Remaining
Fresh !!



Industry and Company Overview

The Indian Lead Acid Storage Battery market is estimated at Rs. 21,000 million.(USD 470 million)

Exide Industries Ltd (EIL) is the market leader. With the flagship brands of Exide and Standard Furukawa, EIL controls:-

85% of the Auto OE sector and 50% of the Auto After Market.

55% of the Industrial sector.

Automotive Aftermarket Dynamics

In the Consumer buying process:-

The Push factors driven by Distribution Network overrides the Pull factors derived from Product, Price & Brand equity.

Product availability, after-sales service, partner recommendation critical.



EIL's competitive Edge in The Automotive aftermarket

High Consumer pull given:-

The huge TOM recall of generic Exide brand.

The large product range available at almost every price-points.

Great Push effect driven by :-

A loyal and largely exclusive network of 3,500+ Sales & Service Dealers across India.

The Challenges for EIL in The Automotive aftermarket

Unlike,

The Marutis, The Bajajs, The TELCOs,

The BPLs, The Videocons,

The BPCLs, The HPs.....

Unfortunately, we did not get the Sharks in our
Fish tank !!

But Fortunately, we had the ringside view of the
Gory Battle for survival

The Challenges for EIL in The Automotive aftermarket

And we learnt, we must innovate new approaches & tools to:-

Equip Dealers to retain and acquire Customers.

Protect channel partners' loyalty.

Fight Customer fatigue. Create service differentiators.

Increase MS in the small-scale dominated Trucks & Tractor market.

Have real-time market information at our finger-tips.

The adopted Mantra for Survival

Be continuously Fresh and Agile to the needs of :-

Our Customers

Our Channel Partners

Ourselves in Sales & Marketing

**Get
stale,
Get
jaded,
and
You
are not
wanted**



The Kit for EIL's Survival in The Automotive aftermarket

Reach out to Customer when his/her battery ages..thru Dealer

Remind Customer when his/her battery needs service..thru Dealer

Be there for Customer when he/she faces an auto electric emergency..thru Exide Batmobile

Strengthen the bond with channel partners..thru Exide Power Brigade,Exide Humsafar,Exide Inner Circle

Reach out to Farmers and Truck owners..thru Project Kisan &Project Highway

The Need of a Tool for the Survival Kit

We now needed a tool to :-

Collaborate all our Survival Kit efforts and stakeholders into one seamless homogeneous Fresh and Agile Sales team...

to take on the Sharks, when the GOI decides to drop them in our tank!!

The Need of a Tool for the Survival Kit

And the search like always, started with the IT team looking for a IT tool !!

The search went on. The presentations went on. The knowledge on the scary success rate of CRM applications tools dawned. And the cold feet developed.

Then the almost providential decision by the Board transferred the onus of the search and implementation to the sales and marketing team !!

The Need of a Tool for the Survival Kit

And the search almost ended immediately.

From a group of potential partners, the Marketing Team selected Oracle, because:-

Oracle presented a CRM solution Tool which beautifully synchronised all our CRM initiatives and very smartly pointed out new possibilities.

The Need of a Tool for the Survival Kit

Oracle pre-sales dwelt more on how our existing CRM multiple customer touch points could be integrated. They chose to dwell less on the generic points of versatility of their software and template wisdom on CRM.

A smart approach considering we at sales & marketing didn't understand much IT in any case !!

The Tool

Connect Individual Dealers
to Individual Customers

Close the Circuit

The screenshot shows the Exide website interface. At the top, there is a navigation bar with links: exideindustries.com, Exidecare, Maintenance Mantra, Exide Story, and Bat-Mobile. The main header features the EXIDE REACHOUT logo on the left and the text "India's First Online Battery Mall" on the right, with links for Home, Contact Us, and Sign In. A central graphic depicts a smartphone displaying a "Your Battery" page with a list of topics: How Your Battery Works, How to Jump Start Your Battery, Battery Definitions, Safety & Handling, and Recycling Your Battery. A circular diagram with arrows connects three points: "Dealer" (pointing to the EXIDE REACHOUT logo), "Centralized Internet Architected Platform" (pointing to the smartphone), and "End Customer" (pointing to the smartphone's content area). A red banner at the bottom of the screenshot contains the text "WE VALUE YOUR FEEDBACK" and a "Submit" button. The footer of the website includes the same navigation links as the top and a "Disclaimer" link on the right.

Single sign on Portal for Customers, Dealers and Employees.

Pre-loaded with 85,000 live Dealer Customers data to motivate dealers to use.

Custom-built user-friendly Dealer portal sits real time on applications.

Centralized Internet Architected Platform

Dealer

End Customer

Exide Sales Team

exideindustries.com | Exidecare | Maintenance Mantra | Exide Story | Bat-Mobile

Disclaimer

The Tool

Oracle's e-business suite 11i CRM Applications.

We in marketing re-christened it:-



exidereachout.com



Empowering the Dealer (Oracle Custom Portal)

Inputs from multiple Customer touch points Data model is converted to

- Dealer specific Sales Opportunities.

- Dealer specific Customer Service reminders.

Customer tracking via opportunity fulfillments enables Dealer to

- Retain existing Customers

- Acquire New Customers

- Loyalty Program Points' tracking.



Empowering the Dealer (Oracle Custom Portal)

Integration with Backend SAP for online information on:-

Ledger report, Order fulfillment status, Warranty Claim status, Purchase vs. target status

Forecast for purchase plan

Info Junction for on-line access to policies, schemes, competitor info, Incentive Calculator.

Feed back/complaints thru confidential single window auto-alerts EIL Sales Officer and his Boss.



exidereachout.com

Connect with Customer (Oracle I-Store ,Telesales)

Customer orders thru India's 1st and only Battery Mall auto-alerted to Dealer network and EIL Sales force for fail-safe tracking and fulfillment.

Customer feedback is auto-directed to Dealer network & EIL Sales force

Customer service calls by Exide Batmobile auto-allotted to Dealer network for follow-up



Empower the EIL Sales Team (OSO & OMO)

Specific knowledge on Dealer territory potential enforces confidence & guarantees credibility while:

Assessing Dealer performance and negotiating orders.

Pro-actively helping Dealer to sell more.

Prepare Sales forecast from grass-root level based on Dealer Forecasts

Online logging of Journey Cycle Plans.

Manage Regional Publicity activities and Budget.



exidereachout.com

In summary Exidereachout is a CRM tool to connect and manage the relationship amongst Customer, Dealer and Company. It ensures we never lose touch of each other.

In conclusion Exidereachout is all about giving the Customer, Dealer and Us a memorable experience at each and every touch point, every time, 24 hours a day 7 days a week.

Thank you
Oracle