



Automotive manufacturing giant relies on SmartMessage for creating exceptional experiences



Ford Otosan, established in 1959, with its production capacity of 455,000 commercial vehicles and 75,000 engines and 140,000 powertrains by the end of 2018, is Ford's biggest commercial vehicle production center in Europe. The company, being one of Turkey's top 3 exporters since 2004, has achieved automotive industry championship for 8 consecutive years and is Turkey's export champion for 4 years in a row.

SmartMessage's omnichannel marketing and automation capabilities empower Ford in creating seamless customer journeys.



Solutions Natively Embedded in



SmartMessage Engage
(Cross Channel Marketing &
Campaign Management)

SmartMessage Preference
(Enterprise Consent Management)

SmartMessage Autoflow
(Marketing Automation & Stream
Analytics)

For more information feel free to visit
<https://www.smartmessage.com/>

© 2019 SmartMessage. All Rights Reserved.

Ford aimed to initialize a new integrated communication system to unify customer experiences end to end while automating the processes to increase efficiency and profitability. Challenges like too many disparate systems to manage marketing, sales & service; fragmented customer view; problems managing customers' communication consent; difficulty in creating and managing effective marketing and communication strategies to engage customers with the brand; and centralized reporting absence were barriers to deploy a functional and high performing flow between the company and customers.

As an integrated and natively embedded solution into Ford's CRM choice (Microsoft Dynamics 365), SmartMessage empowered the client with a single view of the customer. The solution added digital permission management capability to the communications, thus increasing the opportunities via permitted marketing. With the automation part, Ford started to implement event-based scenarios effectively to increase engagement. The solution's Drag-and-Drop Email Editor made campaign creation much easier for the client. SmartMessage runs on Microsoft Azure to deliver high performance and reliability even in heavy campaign times.

SmartMessage provided omnichannel marketing and reporting within the Dynamics CRM that lead to marketing, sales & service alignment. Real-time, event-triggered, multi-channel marketing automation increased efficiency while decreasing the operational costs. SmartMessage is now a perfect pair for the client's main engagement target: All communication channels used together to maximize the effectiveness of marketing and communication strategy with the brand.