



## Customer Case Study

# Marketing and ROI to New Heights with SugarCRM

### Challenge

- No visibility between sales and after-sales divisions
- Wanted to support revenue generating customer loyalty campaigns
- Unable to manage massive amounts of data supporting 350,000 customers, 500,000 vehicles, and 1.3 million customer activities

### Solution

- Used a phased approach starting with Sugar Community Edition and moving to Sugar Professional
- Organized millions of records into Sugar within one year
- Developed three main modules for vehicles, customers, and after-sales customer interactions

### Results

- Gained 60-percent increase in year-on-year incremental revenues over the past three years within the aftermarket division
- Increased marketing campaign response from 0.2 percent to 10 percent
- Improved customer retention rates by 34 percent

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With our millions of complicated records, Sugar offered an ease-of-use that was unmatched. The flexibility it provides allows us to manage our data into campaigns that continue to exceed our expectations year-on-year.”

Lorena Clavijo, Aftermarket Analyst, GM Colombia

Industry: Retail and Consumer

Profile: GM Colombia is the leading automobile company in the country of Colombia. With over 50 years of industry experience, GM has maintained its market-leading status and currently holds 33.9 percent market share.

Website: [www.chevrolet.com](http://www.chevrolet.com)