



SUCCESS STORY

Hess Automobile

With DQE, Hess Automobile qualifies and unifies its customer base in Salesforce to support digital projects.

Hess Automobile was created in 1946, and has more than 80 sales outlets and a dual culture: “multi-branding” and used cars. The guiding principle of its 2,000 employees is to serve the mobility of its customers with passion.



A deduplication project involves building a specific data architecture in order to attach the right records to the right account. It is important to look at the processes of each business unit, ideally with project managers in order to analyze and clarify needs.



Simon Amaniera,
Group Chief Digital Officer, Hess Automobile

Issues

The Hess Automobile group markets new and used vehicles of some twenty brands in more than 80 sales outlets in France. In a very competitive market, the group has decided to accelerate its digital transformation, in particular to implement its e-commerce activity.

With this in mind, in 2020 the group set up its digital subsidiary, Hess Digital. It is led by Simon Amaniera, Group Digital Officer, who explained: “Salesforce has been in the group since 2015, but many potential digital projects were still sitting on the shelf. A reliable

customer database was lacking, which is essential for eCRM, e-commerce and digital marketing projects that are strategic for strengthening the group’s position in the automotive sales market.”

Implementing a Master Data Management (MDM) system required, above all, a unified customer database that was of high quality. However, developing an in-house solution to qualify the data, identify duplicates and merge them was not feasible, given the estimated cost and time required.

Solutions

In order to get things moving and harness the full potential of Salesforce in new digital projects, Hess Digital called on DQE, the flagship data quality solution in the Salesforce ecosystem.

“DQE’s solutions quickly became an accelerator for cleaning up our customer database in Salesforce, and paving the way for our digital projects,” explained Simon Amaniera.

Hess Digital then opted for the DQE solutions that are natively integrated with Salesforce in order to rec-

tify data for contacting customers via email, postal address, and telephone number, deduplicating them, and unifying them. The project was led by Alexis Romezin, CTO of Hess Automobile, and the Salesforce team, in conjunction with the group’s data team.

For Simon Amaniera, “DQE allows us to know the real proportion of duplicates in our Group database, to deduplicate them and to find the exact number of customers present in the database - fundamental information for the Hess Automobile e-commerce project.”



Results

1. Salesforce's rise to prominence in the group

DQE has really gotten things moving in terms of Master Data Management at the Hess Automobile Group. With qualified and unified data, the Salesforce solution can now deliver its full potential.

Simon Amaniera confirmed: *"Since our customer database, unified in Salesforce with DQE, provides*

all departments in the group with a reliable Golden Record, internal use of Salesforce has become widespread. Today, the majority of our departments now refer to customer data in Salesforce in their missions."

2. Unified view and Golden Record in Salesforce

Hess Automobile was able to implement deduplication that meets the requirements of its business - for example, recognizing members of the same household, or employees of the same company, regardless of their points of contact with Hess Automobile.

"DQE helped us define the deduplication and merge rules specific to our business. We have defined 400 processes that can be automated in our Salesforce tool, to create a Golden Record that can be used throughout the group," said Simon Amaniera. Now, all Salesforce user departments at Hess Automobile share the same 360° view of customers, a major collaborative advantage.

The group maintains the quality of its customer database in real time. The input help and auto-completion provided by DQE alert customers and employees immediately in case of incorrect input. They also speed up filling in forms with validated and standardized data before they are entered into the database.

The Hess Digital subsidiary now has the tools to drive its digital strategy, offer its own e-commerce solution combined with Salesforce, and expand into the CRM leader's ecosystem.

3. New digital projects in Heroku

Hess Automobile can now bring its digital projects to life from its platform that combines Salesforce and DQE, hosted in the Heroku cloud. This is the case of its e-commerce solution for the sale and purchase of vehicles, which allows customers to create their personal profile online, reserve, schedule their maintenance, have their vehicle bought back in one click, or in order to offer them a second-hand vehicle that is similar and newer.

With DQE's data qualification, customers can retrieve their information, transaction history, and access the same data online as Hess Automobile's Salesforce-enabled departments, including dealerships. *"This consistency is important in customer relations and will help Hess Automobile to be even more successful! We were awarded '2024 Customer Service of the Year', a title we must work to maintain,"* explained Simon Amaniera.



SECTOR	DQE SOLUTIONS			BENEFITS
Retail CHALLENGES - Unify the customer database in Salesforce - Qualify data as soon as it is entered - Launch digital projects on sound data	 ADDRESS	 EMAIL	 PHONE	 Salesforce's rise to prominence in the group
	 GEOCODING	 DUPLICATE		 Unified View and Golden Record in Salesforce
				 New digital projects in Heroku