



## Company Profile

Harley-Davidson Dealer Systems provides technology tools, systems, and services that enable Harley-Davidson Dealers and Harley-Davidson Inc. stakeholders the ability to focus on maximizing the customer experience and facilitating revenue opportunities through the sale of Harley-Davidson products and merchandise.

---

## Situation

The existence of multiple CRM's created an environment which lacked consistency in customer data across their 30 dealer network. The inability for a dealer and the network as a whole to obtain customer contact information and buying history was both difficult and time consuming.

## Solution

Provide the 300 plus dealers with a streamlined product using a Microsoft Dynamics CRM, while simultaneously combining data between two systems and improving the user-interface. This required the development of a SQL-Based ETL tool to migrate data, filter business rules, and format data between systems. In addition, customer data and inventory were imported into the new CRM.

## ***HDDS Partners with Cynergies (JibeCRM) to Reach Their Customers***

Harley-Davidson Dealerships needed a new way to reach their customers and HDDS has partnered with Cynergies (JibeCRM) to deliver data the right way. CONNECT Global is a CRM product that enables a premium customer experience and increased sales by linking sales opportunities and customer information in one system. This improved

CRM system is easy to use, can be utilized by every department within a dealership, and will integrate with approved Dealer Management Systems.

1

Once the web-based user interface was developed and fully tested, the CRM was then loaded with data from several HDDS systems to create one customer record, or profile, for ease of reference.

---

### JibeCRM

Address: 26301 Curtiss-Wright Parkway Suite 400 Richmond Heights, OH 44143

Website: [www.jibecrm.com](http://www.jibecrm.com) | Phone: 440-918-9341

As a web-based tool, the sales representatives could access customer data, reporting, and metrics from any device – empowering the dealers to take ownership of data and customer management.

In tandem with Cynergies (JibeCRM), HDDS built a team to analyze, scrub, and merge data between systems. This allowed for the creation of an efficient master list of information formerly contained across several systems. Cynergies resources included both Data Analysts and Quality Assurance testing resources.

### **Preliminary Successes of the Project:**

- ✓ Migration of 60 Canadian Dealerships, 5 in Asia and 3 Domestically
- ✓ Projected sales increase of 20%
- ✓ Improved customer records loaded with more information and buying history
- ✓ Overall improved flexibility and timing in reporting

HDDS has an aggressive timeline to convert over 300 domestic dealerships by year end 2015. “With the current team and tools in place, we expect to convert roughly 2 dealerships per day,” said Josh Dunham, Team Lead for HDDS.

### **What Can JibeCRM Group for You?**

For an assessment of the true e business value we can unleash for you and an implementation quote, visit us a [Cynergies.net/Contact](http://Cynergies.net/Contact).

