

Challenge: To communicate more effectively with the customers via email and SMS.

Solution: Integration of Doğuş Otomotiv CRM systems and euro.message Live platform.

Results: By using euro.message services Doğuş Otomotiv has reached to more customers, has strengthen their relations with them and thus, increased sales.

Tercih ettiğiniz iletişim kanalı için lütfen tıklayınız. 



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Onun kalbi de sizinki kadar düzgün atıyor mu?

Porsche Servis etkinliği kapsamında düzenlenen Geleneksel check-up günleri/role siz ve Porsche'nizi **4 - 30 Mayıs** tarihleri arasında Porsche Yetkili Servisleri'ne bekliyoruz.

Gelin, hem Porsche'nize ücretsiz check-up yaptırın, hem de tespit ettiğiniz arızalarınıza yedek parça ve işçilikte özel indirimler* uygulayalım. Ayrıca bundan sonraki ücretsiz check-up günlerinden de herkesten önce haberinizi olsun.

Challenge

To Strengthen Customer Relations

Doğuş Otomotiv has been founded in 1994 and now, it supplies the Turkish automotives market with nearly 75 models of Volkswagen Passenger Cars, Volkswagen Commercial Vehicles, Audi, Porsche, Bentley, Lamborghini, Bugatti, SEAT, Skoda, Scania, Krone, and Meiller. Providing sales, after-sales, and spare parts services for all the brands that it represents through a service network with a truly national reach, Doğuş Otomotiv is the only company in the world that brings every Volkswagen Group badge brands together under a single roof.

Creating projects based on customer satisfaction Doğuş Otomotiv, has decided to use digital channels more effectively in order to strengthen customer relations. Within the CRM system Doğuş Otomotiv needed email and SMS channels to communicate with their customers and therefore, they have been supported by euro.message team that are experts on e-marketing.

Solution

To Implement Enterprise Application

euro.message has implemented enterprise application on the data centre of Doğuş Otomotiv in order to create more effective communication results with their customers on the digital stage. Therefore, the CRM system of Doğuş Otomotiv and euro.message Live platform have been integrated.

euro.message Live platform provides the email and SMS deliveries for each brand that Doğuş Otomotiv manages. At the end of the campaigns, the system shares the detailed reports with the appropriate managers automatically. Furthermore, the hard bounce emails and the invalid SMS's are being added automatically into the CRM system. In addition, the client email delivery details such as; read, clicked and SMS –read- information are being sent to the CRM system. Therefore, call centre and all other relevant departments can see the campaign results in detail.

Results

Strengthen Customer Relations with Effective E-Marketing Techniques

With euro.message e-marketing services Doğuş Otomotiv became to be able to measure its email and SMS campaigns for all its brands and so that could create more effective campaigns according to the previous campaign results. Moreover, Doğuş Otomotiv strengthened its customer relations by integrating euro.message Live platform with its own CRM system. Therefore, it started to use permission based marketing on all its digital communications.

Tercih ettiğiniz iletişim kanalı için lütfen tıklayınız. ▲

Teknolojiyle bir adım önde www.audi.com.tr



**Herkes otomobil sahibi olmak ister.
Ama sadece aklını kullananlar Audi sahibi olur.**

Yeni Audi A4 32.300 Euro'dan başlayan fiyatlarla...

Yenilikçi, dinamik tasarım çizgisi ve sınıfının normlarını yükselten özellikleriyle geleceğin standartlarını bugünden yaşatan "Geleceğin Otomobili" Audi A4, ona sahip olmanız için şapırtıcı bir fırsat sunuyor. Şimdi, yeni Audi A4 1.8 TFSI 120 HP manuel modeller 32.300 Euro'dan başlayan fiyatlarla Audi Yetkili Satıcıları'nda...

Yeni Audi A4 ile zaman kaybetmeden tanışın, geleceği yaşamak için yansı beklemeyin.



Audi Yetkili Satıcıları'nı görmek için tıklayın.

Trafik Hayattır | Doğuş Otomotiv | 15.yıl

About euro.message

euro.message offers wide range of e-marketing solutions such as email marketing, search engine optimization, web site marketing, web analytics and improved campaign management. These solutions help companies strengthen their relationships with current customers and also attract new customers. euro.message has been strategically assisting to sector leading companies and the relationships with their customers. Servicing the world's most recognizable brands, euro.message's diverse client base includes Turkcell, Siemens, Garanti Bank, Deloitte, Soyak and AIG. With euro.message's easy-to-use, integrated, multi channel marketing program; companies can satisfy their customers' needs with low costs but obtain high ROI. euro.message LIVE can support companies in any sector with its email marketing and improved campaign management software. It is the only leader in Turkey in terms of delivering automated, measurable right messages to the right segments at the right times

euro.message
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