

SUCCESS STORY

Central Customer Portal (CCP)

Building a Connected Ecosystem: Inside MFTBC's Salesforce-Powered CCP

Company Name

MFTBC FUSO

Industry

Automotive

Location

Japan

Impact

Driving Digital Transformation at Mitsubishi Fuso Truck and Bus Corporation (MFTBC)

Central Customer Portal (CCP)

Application

Central Customer Portal (CCP)

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A CASE STUDY

Background

Mitsubishi Fuso Truck and Bus Corporation (MFTBC), part of Daimler Truck AG, is a leading Japanese manufacturer of light, medium, and heavy-duty trucks, buses, and industrial engines under the Fuso brand. With operations in over 170 countries, MFTBC sold 137,000 units in 2023, including a record-breaking 1,680 eCanter electric trucks.

Facing logistics industry challenges such as driver shortages, tightening regulations, and aging infrastructure in Japan, MFTBC turned to digital innovation to boost operational efficiency and customer engagement.

To support this vision, Cubastion Consulting, an enterprise IT services firm, partnered with MFTBC to deliver the Central Customer Portal (CCP)—a cloud-native platform built on Salesforce to centralize customer, vehicle, and maintenance interactions in one cohesive system.



Solutions

Cubastion delivered CCP Phase 2 using an Agile framework with six development sprints. CI/CD pipelines enabled rapid, reliable deployments across environments.

➤ **Salesforce Experience Cloud:** Unified customer identity, vehicle history, and finance information, synchronized with the internal Sales Force Automation (SFA) system.

➤ **Comprehensive Vehicle Management:**

- Vehicle registration with sorting and filtering capabilities.
- Integrated maintenance scheduling with calendar-based UI.
- Lease and finance cost management.

➤ **Advanced Integrations:**

- Seamlessly integrated with external platforms, including Truckconnect for telematics and Fuso Shop for service booking.
- Secure APIs connected a total of 8 enterprise systems

➤ **Handling File Size Limitations:**

- Due to Apex's inability to handle downloads above ~6MB from OTCS, an Azure Function was introduced.
- Apex triggers this serverless function to handle large file downloads, bypassing size limits and improving performance.

➤ **Automated Regression Testing with Playwright:**

- After each sprint, the development of Playwright test scripts helped to validate new features.
- These tests ran automatically in the UAT2 environment post-deployment.
- Despite occasional failures due to Salesforce downtime or manual backend changes, over 90% test coverage was consistently achieved across critical user flows.

The Impact

The implementation of the new system delivered measurable operational and user-experience improvements across key business functions. By streamlining workflows, enhancing data accuracy, and providing a more intuitive interface, the solution has strengthened overall efficiency and positioned the organization for improved customer engagement and future scalability.

Maintenance Efficiency Gains

30% reduction in maintenance scheduling time.

Increase in Lead Conversion

20% projected increase in lead conversion.

Reduction in Manual Errors

80% reduction in manual error through automated data syncing.

Enhanced Customer Satisfaction

100% improved customer satisfaction & experience.

ABOUT CUBASTION

Cubastion helps global companies run their mission critical systems and operations while modernizing IT, optimizing data architectures, and ensuring security and scalability across platforms. Some of the world's largest companies and Indian Public Sector Undertakings trust Cubastion to deploy services to drive new levels of performance, competitiveness, and customer experience.

Over 18 years, Cubastion has built solutions that impact over 500+ million people around the globe working in different demographics across different cultures. Learn more about Cubastion at www.cubastion.com

Challenges Faced

As MFTBC advanced its digital transformation, gaps in real-time customer insights and touchpoint visibility hindered personalized engagement and led to missed opportunities for timely outreach and lead generation.

Business Challenges

● Operational Inefficiencies

Manual workflows in vehicle maintenance led to service delays and communication gaps.

● Limited Customer Touchpoints

Customer engagement was largely reactive, occurring only during major lifecycle events.

● Lead Generation Limitations

Outdated or siloed customer data led to reduced sales effectiveness.

● Disjointed Experience

Customers accessed multiple fragmented apps, creating friction in support and maintenance journeys.

Technical Challenges

● Complex Integrations

CCP had to connect with eight external systems, including Truckconnect, Fuso Shop, and Daimler Truck Financial Services.

● Salesforce Governor Limits

Executing bulk operations while staying within the CPU and memory limits required careful architecture.

● Guest User Access & Security

Enabling controlled access for guest users without compromising data privacy.

● Deployment Coordination

Managing contributions from multiple developers while ensuring reliable version control.

● Large File Transfers

Salesforce Apex has a file size limit of ~6 MB, which impacts real-time file retrieval from the OpenText Content Server (OTCS).

Key Areas of Expertise Demonstrated

● Salesforce Experience Cloud Development

- Custom Lightning components, secure guest access, and Experience Builder configuration.

● Third-Party System Integrations

- RESTful API integration with multiple enterprise platforms, including Truckconnect and Fuso Shop.

● Cloud-Native Architecture

- Leveraging Azure Functions to overcome Salesforce platform limitations and enhance scalability.

● DevOps & CI/CD

- Robust deployment pipelines with automated regression testing using Playwright.

● Agile Delivery

- Six-sprint agile delivery model with continuous stakeholder feedback and rapid iteration.

● User-Centric Design

- UX-focused development that consolidated fragmented tools into a single, intuitive portal.



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