

SUCCESS STORY

Driving Digital Transformation at Honda India through Seamless Data Migration & Integration

Real-time integration of SIEBEL and Salesforce for unified customer interactions.

Company Name

Honda

Industry

Automobile

Location

India

Impact

Unified Customer Experience

Application

Mobile Application

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Driving Connected Customer Experience through Seamless Data Migration & Integration

A CASE STUDY

Background

Honda India is one of the country's leading two-wheeler manufacturers, known for its cutting-edge innovation, superior customer experience, and market leadership. With a commitment to digital transformation, Honda launched a first-of-its-kind customer mobile application, providing vehicle owners with real-time vehicle diagnostics, service scheduling, part purchases, and inquiry management.

Our Approach

After assessing Honda's existing system architecture and business needs, Cubastion devised a two-phase approach:

Data Migration

- Extracted and transferred all historical data from SIEBEL (Sales & Servicing applications) to the Salesforce-based mobile app using a file transfer mechanism.
- Ensured data accuracy and consistency, preventing information loss during migration.

Data Integration

- Developed robust APIs to enable real-time data flow between the Sales, Servicing, and Customer applications.
- Implemented synchronous and asynchronous data exchange mechanisms to optimize system performance.
- Conducted end-to-end testing to ensure seamless connectivity and prevent integration failures.

Challenges Faced

Honda had established systems supporting their Sales and Service operations, both built on SIEBEL and widely used across dealerships and service centres. These systems efficiently managed their respective processes and customer interactions.

With the launch of the new customer-facing mobile application built on Salesforce, Honda aimed to extend these capabilities directly to customers and create a more connected and transparent experience across the entire ownership lifecycle.

Challenges

• Real-Time Data Synchronization

Real-time synchronization of enquiry, booking, and service data across systems to reflect customer actions instantly.

• Customer Journey Visibility

Enhanced visibility for customers into their sales and service journey, including status tracking and key milestones.

• Service Appointment Enablement

A digital service appointment capability to enable better planning and prioritization at service centers.

• Centralized Customer Access

Centralized access for customers to important information such as bookings, invoices, service estimates, and delivery timelines.

• Integrated Communication Model

A transition from SMS-based communication to a more integrated, in-app engagement model.

Solutions

Cubastion delivered an efficient, scalable, and future-proof data migration and integration solution, addressing Honda's key challenges:

- **Historical Data Migration:**
 - Successfully transferred all legacy data from SIEBEL Sales & Servicing apps to the Salesforce customer app.
 - Maintained data integrity and structured mapping, ensuring no loss of historical records.
- **Real-Time Data Synchronization via APIs:**
 - Built custom APIs to establish a two-way live data exchange between the three applications (Sales, Servicing, and Customer).
 - Ensured every sales inquiry and service request made via the mobile app was instantly reflected in internal systems.
- **Automated Inquiry Handling & Tracking:**
 - Sales & service teams gained instant visibility on new inquiries, enabling faster response times.
 - Honda could track, manage, and analyze customer interactions more effectively.
- **Scalable Integration Framework:**
 - Developed scalable APIs that could accommodate future enhancements and integrations with other Honda applications.
 - Ensured secure and efficient communication between systems using industry-best integration protocols.

Business Outcomes

The implementation of the integrated solution enabled Honda to enhance its customer engagement model and streamline operations across the sales and service lifecycle. Key business outcomes include:

Unified Customer Experience Across Lifecycle

- Enabled a seamless and consistent experience for customers across vehicle purchase and after-sales service through a single mobile platform.

Improved Lead Capture and Conversion Efficiency

- Facilitated direct customer enquiries with structured inputs, allowing dealerships to engage faster and improve conversion rates.

Enhanced Transparency and Customer Trust

- Provided real-time visibility into enquiry status, service progress, booking details, and delivery timelines, improving customer confidence.

Optimized Service Operations and Planning

- Introduced appointment-based service scheduling, enabling better workload management and reduced customer wait times at service centres.

• Digital Customer Engagement Channel

A direct digital channel for customers to raise sales enquiries with dealership selection and structured preferences.

• Seamless System Integration

Seamless data integration between the Sales, Service, and Customer applications to ensure a unified flow of information.

• End-to-End Customer Platform

A unified platform to support end-to-end customer interaction from vehicle purchase to after-sales service.

• Legacy Data Migration

Migration of historical data from SIEBEL systems to Salesforce to maintain customer records and service history.

Addressing these requirements was essential for Honda to deliver a seamless, transparent, and digitally enabled customer experience while improving operational efficiency across its sales and service ecosystem.

Faster Response and Improved Operational Efficiency

- Enabled real-time data synchronization across systems, allowing sales and service teams to respond promptly to customer actions.

Foundation for Future Digital Enhancements

- Established a scalable integration framework to support future features, applications, and evolving customer engagement initiatives.

Reduced Operational Costs through Digital Communication

- Minimized dependency on SMS-based communication by enabling in-app access to service updates, feedback links, and service codes.

Increased Customer Convenience through Self-Service Capabilities

- Empowered customers with easy access to invoices, service estimates, booking details, and feedback mechanisms within the mobile application.

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

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