

Case Study Automotive Resources International

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Introduction

Automotive Resources International

<http://www.arifleet.com>

ARI offers the industry's most complete line of fleet services. As a result, they can design customized fleet management solutions that cost-effectively meet companies' needs. Programs range from services that complement a customer's in-house capabilities to comprehensive, professional and well-managed car and truck fleet leasing programs. ARI has over 54 years of fleet leasing and management experience, more than 400,000 leased and managed vehicles, and fleet leasing and management services anywhere in the world.

ARI is a service-based firm offering unparalleled service to many clients. They distinguish themselves by providing personalized, quality-of-service to their customers. Service is what distinguishes ARI!

*In an effort to maintain customer satisfaction, ARI maintains several **Customer Loyalty** programs. Paisley Software Solutions Inc. helped ARI refine and enhance an existing program to distribute information to their customers.*

ARI sends an HTML-rich weekly email of company and industry news. This newsletter provided customers and prospects a way to see what ARI had been accomplishing and was planning on implementing. In addition to the weekly mailings, ARI also sends program information, specific news for customers, and news specific to the Fleet Management industry.

ARI used an aging 3rd party tool to deliver the mailings and manage the Customer Loyalty program. The system had been in place for a while and had grown beyond the original requirements. There were desires for new features and bugs and errors to resolve. The company that built the original version of the software was no longer in business and unable to provide this support. Paisley Software Solutions was brought in to examine the existing system, and suggest remedies for the bugs and issues.

Beyond fixing the bugs and errors Paisley Software Solutions identified specific user needs, and suggested several refinements and enhancements for the system to function better. Paisley Software Solutions 'inherited' code from another vendor, which is a dubious task. Familiarity with the source code, methods, and techniques are often particular to a software vendor. This coupled with the maturing of the tools and techniques used in the construction of the first version of the customer loyalty system, added to the job Paisley Software Solutions

performed. By 'hitting the ground running', Paisley Software Solutions identified a major way to provide a return on the investment of effort involved with the system maintenance and enhancements.

A large amount of time and effort was involved in managing the mailings within the customer loyalty program. The amount of hours exhausted each day while working with the aging system, was tremendous. This was broken into time spent maintaining the thousands of recipients on the various mailings. Which was further complicated and construed because there was not a single place to maintain the information. Multiple lists with multiple entries existed. This often led to re-keying data and added steps to provide accuracy and control. With the complications of the system, it was not easy to have many users involved with the systems maintenance and use. It was easier and more accurate for a single resource to work with a list. This kept most of the system responsibility left on the shoulders of a single employee. Which meant that too much time was involved with the system's use, and too much time and energy were taken from the customer loyalty program

Paisley Software Solutions found that the obvious goal in refining the system was to build the software so that many employees could utilize it. With the older system, ARI was forced to have a single resource managing multiple mailings for their entire sales force. The sales force was not able to effectively personalize and utilize the toolset in place. That meant that the single employee from ARI was tasked with the contact database management; which with thousands of contacts was a daunting task for an individual. And ending specialized mailings to ARI clients also added to the burden of management for the single resource.

Paisley Software Solutions refined and transformed the current database information into a multi-user Microsoft SQL server database. This database was front-ended with a browser based thin-client application. By doing this many users could manage their own contact information vs. a single ARI user trying to maintain information and data for all of the users. This allowed tremendous timesavings in data management, and allowed a higher degree of collaboration.

*Paisley Software Solutions provided other effective and efficient ways for the database to be used by **ALL** employees. The system was rebuilt so that it could:*

- Maintain secure Data for each sales person*
- Provide an Administrative View of all of the data*
- Provide better contact management*
- Segment the contacts (both views of the data for an individual sales representative, and a view of the entire DB)*

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- *Provide numerous reports (Segmentation of contacts by sales reps, Segmentation of contacts by segment groups, records changed by an individual, total records changed for a date range, and others)*
 - *Provide Archive and Audit trail reports to show a history of what occurred*
 - *Import Data from other areas so that ALL could collaborate with a single set of data.*

Several pieces of documentation were also provided to ARI to help facilitate user training and system documentation. Paisley Software Solutions created both User and Administrative guides for the system, and also a PowerPoint presentation that was shown at the annual Sales meeting. The documentation provided a way to empower new users and also remove the burden of training from ARI employees.

Paisley Software Solutions provided a cohesive solution that would allow for better management of the information. This system continues save ARI time and money spent managing data, and allows more time to run the Customer Loyalty program.

To see more of ARI's offerings visit <http://www.arifleet.com>

For More Information

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