



**Greenwing Co.,Ltd.**

**“Leading Honda motorcycle & Nissan dealer in the North of Thailand, provide full range of sales, financial services and after-sales services”**





[www.greenwing.co.th](http://www.greenwing.co.th)

## Leading Honda & Nissan Dealer in North of Thailand

SAP  
Sales & Services for  
Automotive

### *The Challenge:*

To become an effective and customer-oriented company, Greenwing with **45 branches** in Chiangrai, and Phayao, provides 1<sup>st</sup> class services in its service centers and on-location services. **Hire-purchase, warranty and spare parts management** are needed to smoothen the customer satisfaction operation. Customer community is created using Social marketing such as PDSA (Pre-Delivery Service Advice) to train new motorcycle consumers, Greenwing Card, contest and social activities.

### *The Solution:*

We implemented SAP Dealer Management Solution for Automobile Sales & Services to cater the need of Hire-purchase/Leasing, warranty and spare parts management for Greenwing, which included **FI & CO, SD, MM, CS, HRM, BW and Balanced Scorecard**

We also ensured that the system was able to run on minimum response-time to make motorcycle sales and hire-purchase a pleasant experience for the end-customer. We have also performed a complex system migration from Windows to IBM AIX for the SAP system.

### *The Benefits:*

Operation of Sales & Services is performed smoothly. Greenwing planned to deploy more of **SAP CRM** solution for social marketing such as **Greenwing Card, Campaign Management**. Analytic solution was also given successfully