

ELEVATION

Accelerating sales performance through data-driven insight.

6%

Increase in repeat sales



Challenge

Disparate, incomplete and inaccurate consumer data inhibited sales activity.

Solution

DDC created a centralised data engineering team in their nearshore Centre of Excellence in Belgrade. The team worked in collaboration with this global car manufacturer to unlock latent value in their customer data sets. What started as large-scale data cleansing project evolved into the rejuvenation of customer touchpoints and related data across the entire end-to-end sales cycle.

Result

DDC's data engineering hub in the Balkans supported by their offshore team in the Philippines were able to provide expertise at pace to accelerate the completion of VW's data rejuvenation programme. The insights it created increased repeat custom by 6% and aftercare sales by 19%.

19%
Uplift in conversion on aftercare

