The Trailblazer's Guide to Apps

How apps are shaping the customer's journey
in every mode of transportation

salesforce

# The future of transportation belongs to trailblazers.

Meet the trailblazers who are pushing the boundaries of what's possible by being their best. In this Age of the Customer, the real trailblazers are the innovators who are leveraging data, technology, and apps to build faster, build smarter, and build everything connected together.

In these pages, you'll meet the CIOs and CTOs, the IT leaders and developers, the admins and citizen developers who bring vision, energy, and passion to every role, team, and department.

So do you have what it takes to be a trailblazer?
We know you do – all you need is a guide.

Let's get started.

Automotive & Transportation

The road to success
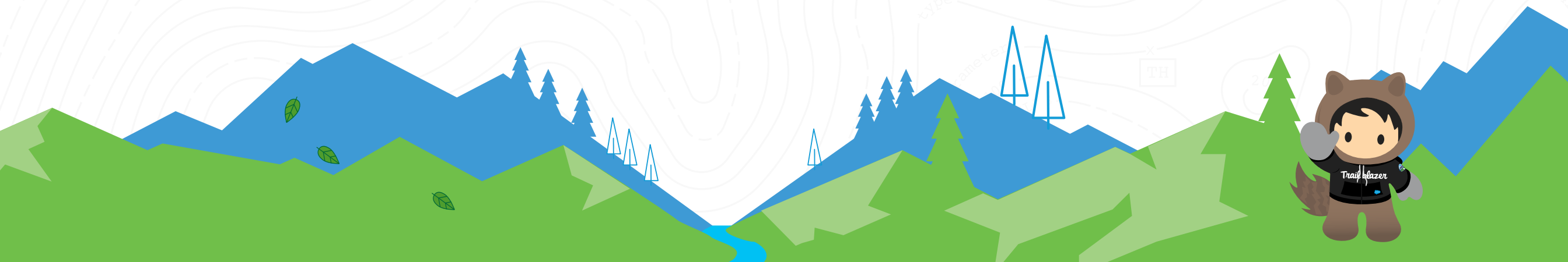
How trailblazers are reinventing customer relationships from point A to everywhere

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No matter how much design changes, the basic elements of modern transportation have remained the same for a century. But that's all changing, fast. In a global marketplace, consumers have more choices than ever before and the differences between models and manufacturers is narrowing.

The real innovation in the industry is coming from the technology that's transforming everything from the shopping experience to what happens if you experience a breakdown. Global leaders like Toyota are leveraging technology to engage their customers at every point along their journey. At the same time, venerable brands like Triumph motorcycles are using apps to reinvent the rider experience. Even the railroad train is streamlining service with apps that keep passengers moving faster than ever. Read on to find out how far transportation has come in the Age of the Customer.

FOUNDED *1996* | **LOCATION** *Detroit, MI* | **WEBSITE** *onstar.com*

General Motors OnStar finds a way to **connect with customers on-and-off the road**.

For over a century, General Motors has been known as a maker of iconic cars and trucks that have inspired fierce loyalty for generations. For that reason alone, you could say that GM has always been a customer-centric company, innovating to create not just cars but customer enthusiasm.

But when Mary Barra became GM's CEO in 2014, she said she expected the car business to change more over the next five years than it had in the previous 50. With that prediction, she inspired one particular technology team at GM to think about how to create that kind of customer enthusiasm in ways that went beyond car body and engine design.

That GM team was OnStar, a service that had debuted some 20 years earlier as a way to connect drivers instantly to a help center whenever they were in trouble. The OnStar team thought not only about how to improve the service in the car, but also how it could bring in merchant partners and other services to offer customers a more personalized mobility experience.

> "Twenty years ago, when OnStar was launched, we didn't realize that we would have the opportunity to provide value every single day. And not only value every single day, but value that's 1-to-1. Salesforce has provided us the ability to make that happen in a very big and scalable way."
>
> **– Mark Lloyd**, *GM Consumer Online Officer*

How to turn a connection with customers
into an ongoing relationship

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"If you talk to people about their priorities in buying a car, it's safety, it's fuel economy, it's quality … but those are table stakes now. … So how do we differentiate our vehicles from our competitiors? You've got to start by focusing on the customer." – Phil Abram, Chief Infotainment Officer, GM

With more than 7 million current subscribers, GM OnStar has been a benchmark for in-vehicle safety, security, and communication services. But in looking at how OnStar could do even more to connect to customers, the team stepped back and thought about how the service could be part of the new connected-car experience. And that started with recognizing the need to find a better way to stay engaged with customers after a car was sold. In years past, when customers purchased a Chevrolet, Buick, GMC, or Cadillac vehicle, they used OnStar to help with directions, diagnostics, or an emergency situation. So how could the team develop an experience that would engage customers every day, and keep them coming back for more?

Today, one answer is known as OnStar AtYourService, and the idea for it came from a new understanding of the OnStar functionality that customers were already using. As a service that people could access by pushing a blue button in the car, OnStar advisors are on call 24/7 to answer just about anything. "We had been studying our OnStar data, asking ourselves, where do people want to go when they call for directions?" said Mark Lloyd, GM Consumer Online Officer. "It turns out that 10% of our directions were to hotels. So it was pretty obvious that our customers were asking us through the advisor for that. And we do that, but it was evident that we could do it differently and more efficiently."

By partnering with leading retailers and hotels to offer deals, coupons, and other location-based services, OnStar could tailor offerings to each customer's preferences and location. In other words, AtYourService could point out to each driver the closest hotel or gas station with the best prices. It could even offer a coupon for a free cup of coffee at a nearby café.

To make this dream a reality, OnStar needed a proven, secure, reliable technology to build on that could also provide a tailored experience for each customer – at scale.

A single solution can open so many opportunities.

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After doing some research, the OnStar team chose Salesforce as the foundation for its next generation of in-car services. It was clear that Salesforce App Cloud provided the scalability and speed required to bring the idea to life, and the Salesforce platform already had the core functionalities GM needed to make it all work, fast.

For the OnStar team, the main issue was how to bring together all the great information the company had from all of the OnStar interactions and use it to provide more value to its customers. "We already know you need fuel. We know you need to park. We know you may be hungry because you're on a long trip," said Lloyd. "The Salesforce platform helps us organize all that – and do the heavy lifting behind the scenes to make it happen."

"Now with the connected car, we actually have the opportunity to use platforms, in our case the Salesforce platform, to create new value that wasn't present when you purchased your car. And you won't need to wait for a service to get the upgrade," said Mark Lloyd, GM Consumer Online Officer.

Even more importantly, the team began to see opportunities within the platform that it hadn't expected.

It's an ability to grow, evolve, and scale that put the OnStar development team in the driver's seat for business. "What we think is really fantastic with the system we put together with Salesforce is that it'll grow," Lloyd said. "We can do new experiences; we can do new things, as they emerge. It could be connected to your home, connected to a merchant, connected to anything."
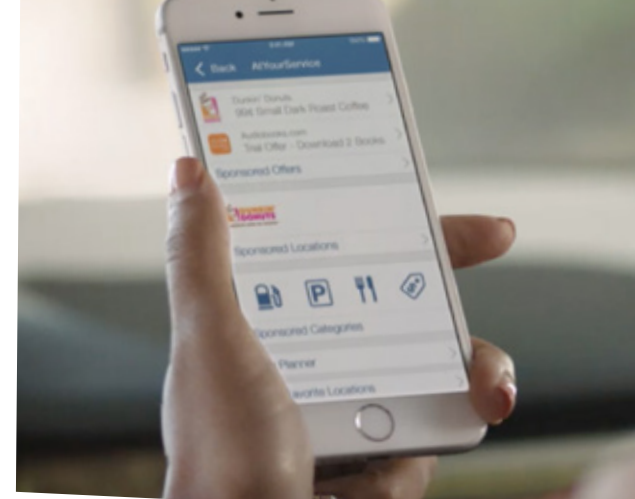
Take a look under the hood of the
OnStar AtYourService App

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Using App Cloud, the team of developers built AtYourService functionality to support an omni-channel offering, available with the push of the blue OnStar button, through the vehicle brands' mobile apps, and now on the dashboard in app-enabled vehicles. OnStar AtYourService allows drivers to connect with retailers and merchants while on the road, providing information and money-saving deals tied to their specific destinations at their fingertips. And the future looks even more exciting as the platform moves from offers and deals to interactions and transactions – from ordering coffee, to booking hotel rooms, to activating fuel pumps – all from the tap of the dash.
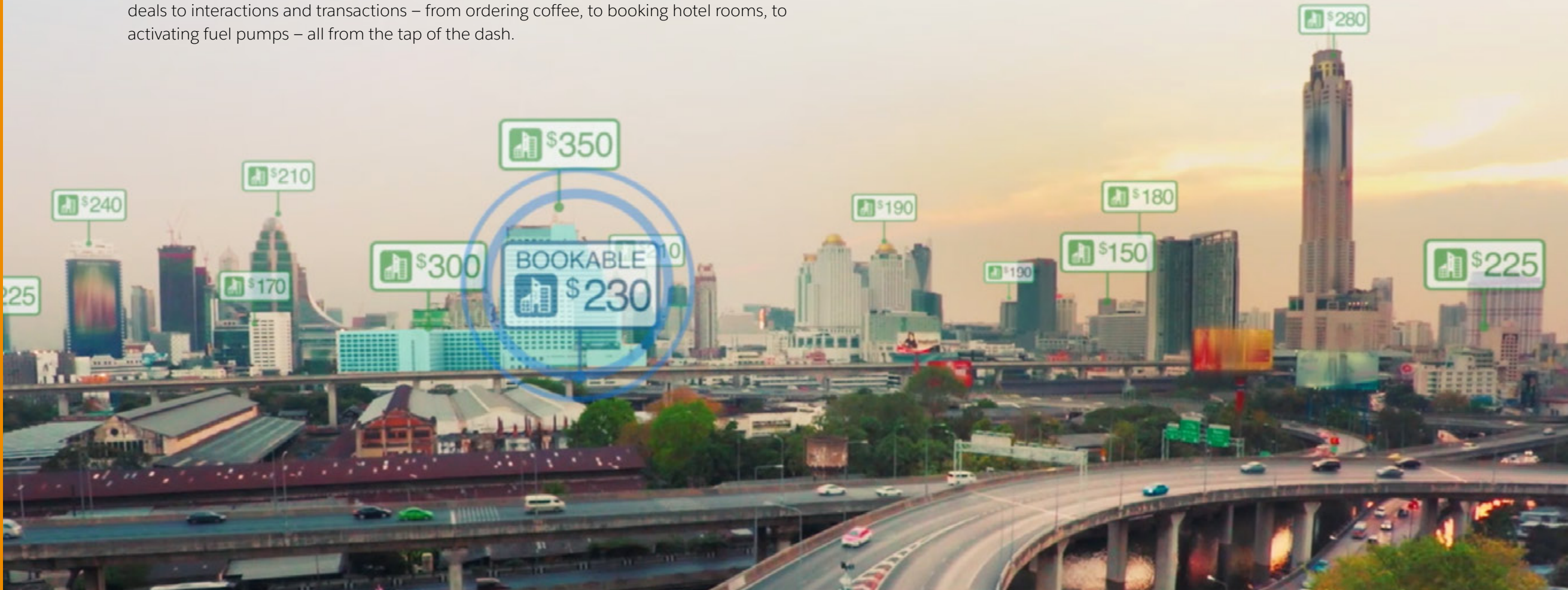
How the service works:

With the push of a button, drivers can speak with an advisor and get assistance in locating the closest hotel with vacancy, booking reservations, and even navigating there without ever lifting a finger in the car. On the back end, advisors find the locations and offers to fulfill the specific customer's needs. They do this by connecting to GM's back-end system, supported by App Cloud, that exposes content from a merchant community, also built with App Cloud.

The platform is also integrated with OnStar's existing call centers, where teams use Service Cloud to manage cases with merchants, as well as Marketing Cloud to drive email communications, personalized customer journeys, and relevant offers to each consumer. Merchants have the power to put offers directly into Salesforce and get analytics to see campaign results.

Additionally, drivers can also use the AtYourService app on their mobile devices from the comfort of their own homes. So before jumping on the road, drivers can look ahead, get an offer, and send the directions for navigation to their car, before they ever turn on the ignition.

SI Partner: IBM Global Business Services

GARES & CONNEXIONS   SNCF
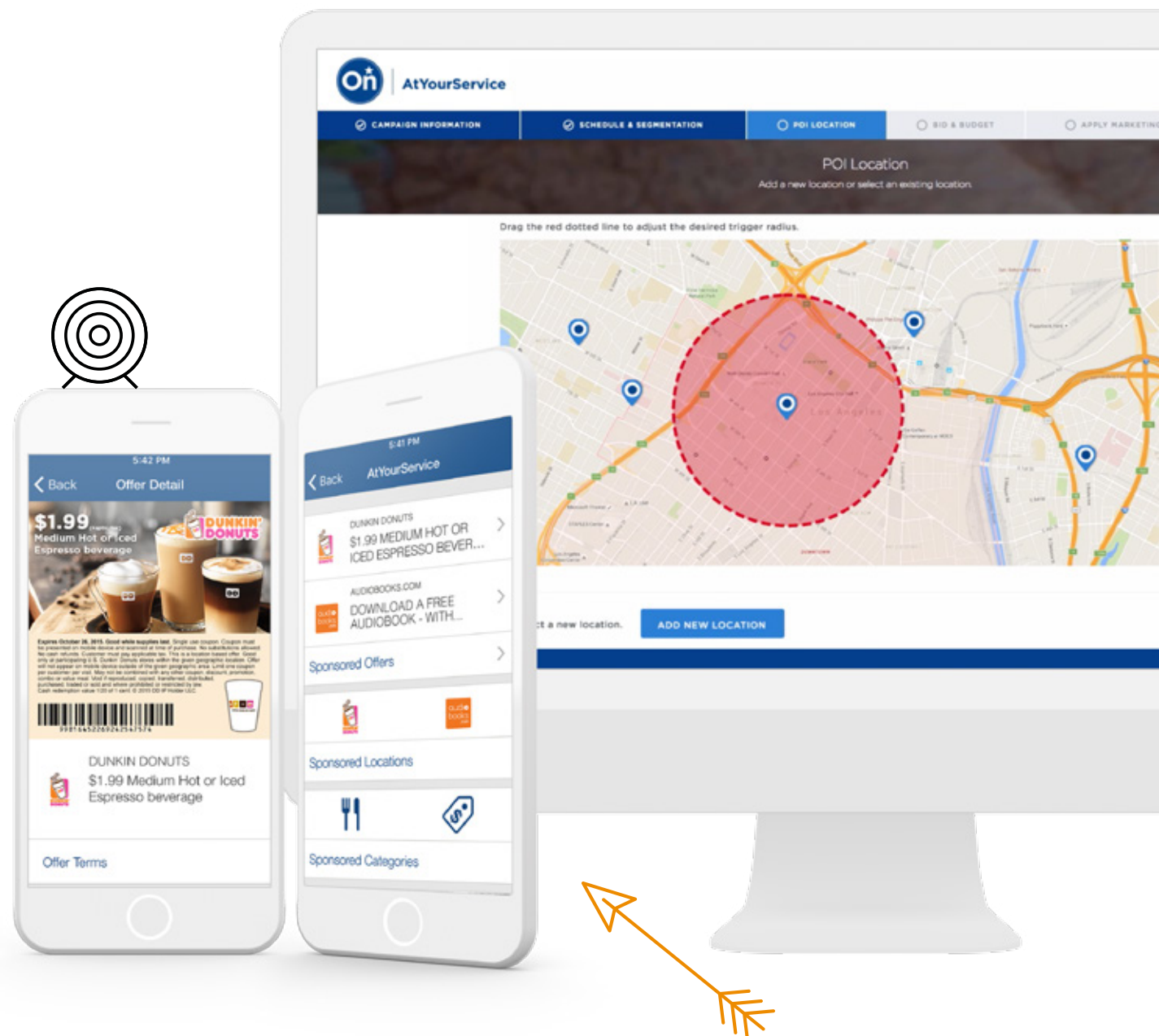
FOUNDED *1938* | **SIZE** *25,000+ Employees* | **LOCATION** *Paris, France* | **WEBSITE** *gares-sncf.com*

French railway **takes passengers on new journeys** with mobile apps

Every day, 10 million rail passengers pass through the 3,000 stations run by SNCF Gares & Connexions, the French national railroad, and are transported to their destinations on one of the world's most sophisticated rail networks. But for all its efficiency, SNCF Gares & Connexions had little knowledge about its huge ridership and how to engage with these riders to build meaningful relationships. Additionally, SNCF Gares & Connexions was drowning in a sea of lost items, and had no way to contact riders to help return their belongings.

To help ensure all passengers get where they're going with their belongings, SNCF Gares & Connexions depends on two apps built with Salesforce for passenger ticketing and lost-and-found tracking.

SNCF Gares & Connexions' old lost-and-found app was expensive and complicated to run. It also offered a poor customer experience for people attempting to retrieve any of the 95,000 items misplaced in the system each year. In 2012, SNCF Gares & Connexions began using Salesforce to run its stations, and with App Cloud, the IT team built a new lost-and-found app with a customer-centric design approach. Called the Oboto app, it allows
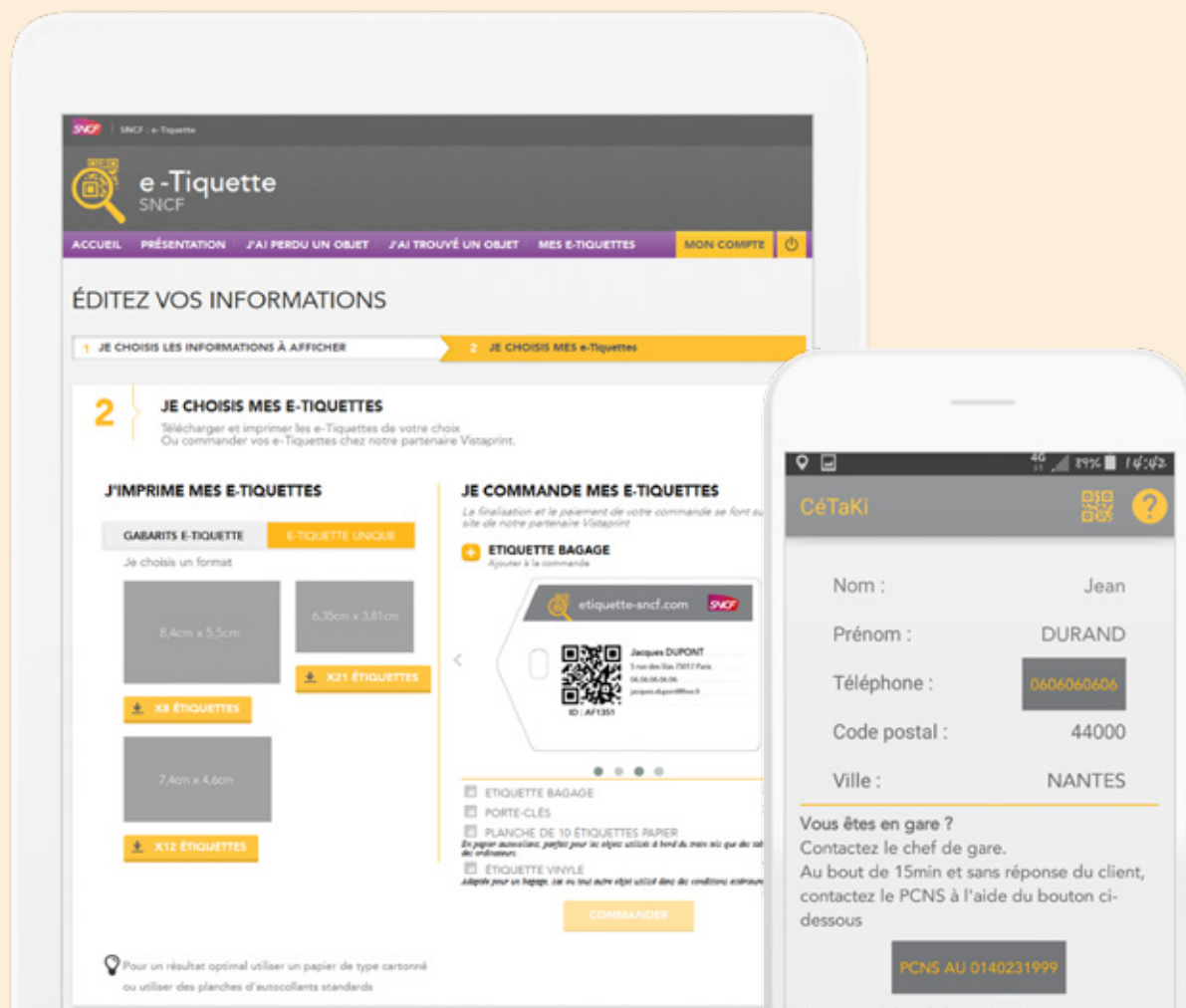
customers to report lost belongings quickly and directly, while giving SNCF Gares & Connexions station agents the ability to respond and view in real time a dashboard of lost-and-found objects. One project manager and three developers built the app in just three months, and it's been upgraded several times over the past three years since its launch.

In early 2016, SNCF Gares & Connexions introduced an e-tiquette app that further enhances the usefulness of the Oboto app. Customers now can use the e-tiquette app to register online and generate QR codes, which can be printed or displayed on mobile phones. Those same QR codes can also be printed on luggage tags and stickers to attach to traveler belongings, identifying in code the owner's contact information.

Prior to the e-tiquette app's introduction, unaccompanied bags discovered in train stations were handled with caution because of terrorism concerns. Even for bags bearing name tags and phone numbers, if station agents were unable to

reach the owners within 15 minutes, the police were notified and the bags were destroyed. Putting e-tiquette tags and stickers on all travel belongings is the best way to guarantee that if passengers leave an item behind, it will find its way back to them.

The e-tiquette and Oboto apps have the added benefit of finally providing SNCF Gares & Connexions with a database of its customers, which hadn't been possible for the company prior to the adoption of Salesforce.

There are now 800,000 registered SNCF Gares & Connexions passengers, and as those numbers grow, the train system itself grows more secure. Found baggage with an e-tiquette QR code on it is much safer for SNCF Gares & Connexions employees to handle because they can instantly identify the proper owner from the company's Salesforce database.

10 million
daily passengers

3,000
train stations

95,000
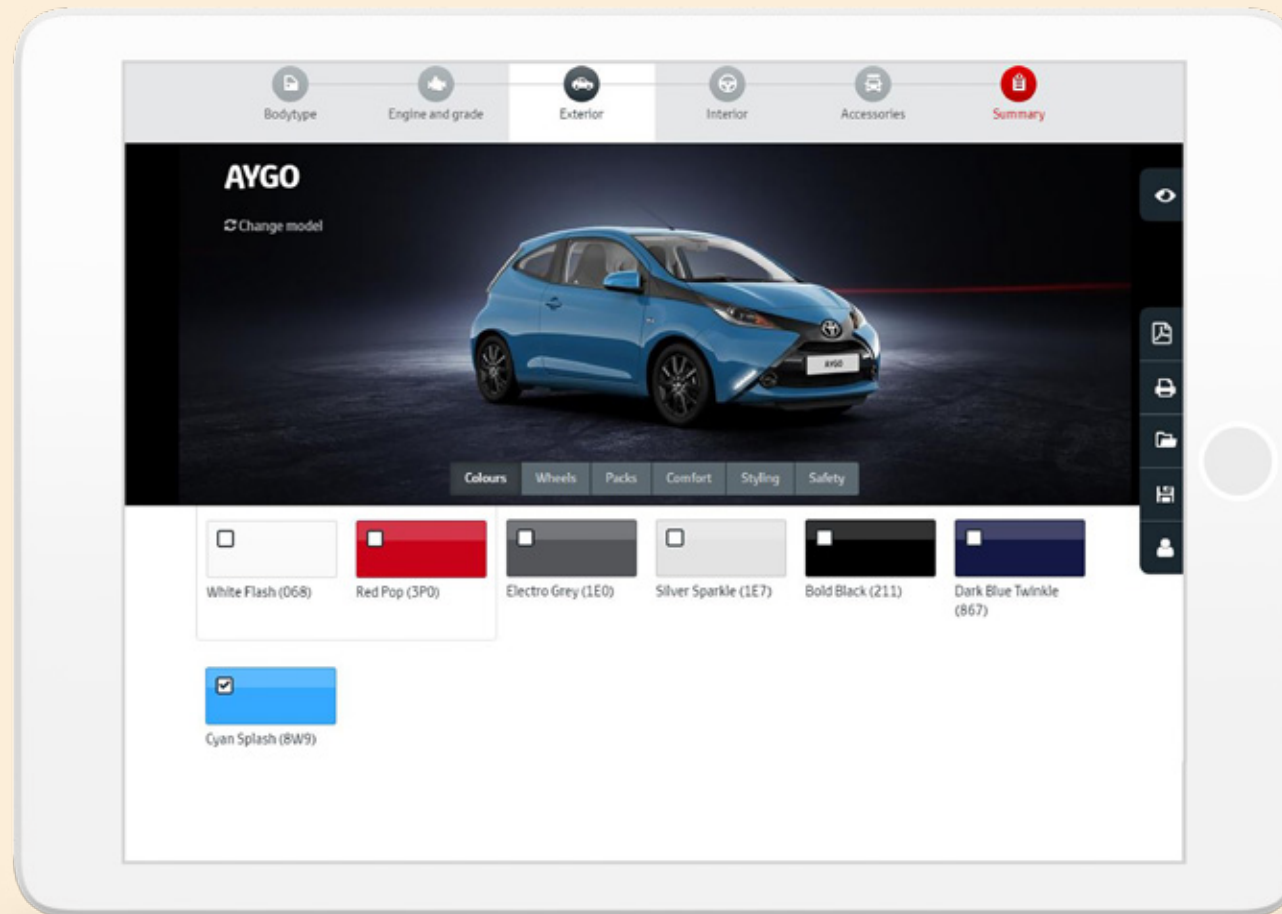items lost and found each year

122,000
lost belongings reports

TOYOTA

TOYOTA MOTOR EUROPE

FOUNDED *1964* | **SIZE** *2,400 Employees* | **LOCATION** *Brussels, Belgium* | **WEBSITE** *toyota-europe.com*

In any language, **this app speaks Toyota** fluently.

As the eighth-largest company in the world, Toyota Motor Corporation has annual sales exceeding $250 billion. The European division of Toyota sells almost 900,000 cars every year across a vast area that includes all of Europe, plus Russia, Turkey, Israel, and several central Asian markets. That level of diversity presented the IT operations group at Toyota Motor Europe with a steep technology challenge: how to operate the primary customer web applications on 48 different multilingual websites.

"Toyota Motor Europe has a broad and complex portfolio of more than 40 interconnected customer-facing applications," said CIO Pierre Masai. Masai and his team sought a solution beyond their on-site data center that could operate these critical applications at scale, and chose Heroku from Salesforce for their customer-facing cloud platform.

Toyota Motor Europe needed to build and scale its continentwide portfolio of customer-facing applications quickly. Whether someone visits "toyota.is" in Iceland, "toyota.kz" in Kazakhstan, or any of the other 46 sites for markets in between, this common core of apps helps online Toyota shoppers explore and personally configure car

models. Salesforce as its consolidated application platform, the IT operations group can now push out a shared customer experience across all its different territories, while customizing each application to the needs of each market.

For Toyota Motor Europe, this newly unified web architecture is a first step in carrying out a larger vision to service, engage, and understand its customers through innovation.

"We rely on Heroku from Salesforce as the platform for mission-critical apps, and it is helping us transform how we connect and engage with our customers."
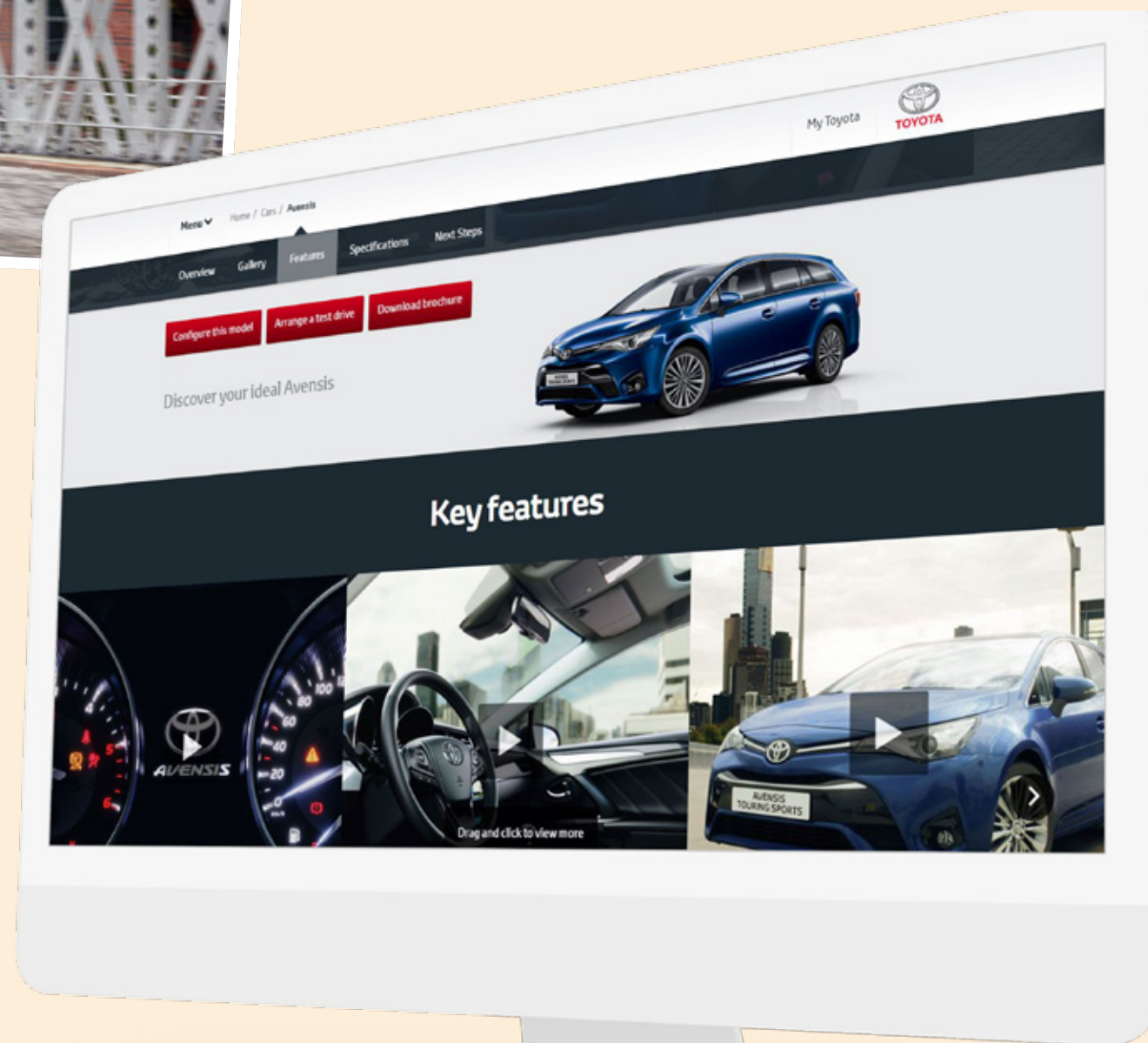
– **Pierre Masai**, *CIO*

48
nations and territories

40+
customer-facing apps

TRIUMPH

FOUNDED *1902* | **SIZE** *60 Employees* | **LOCATION** *Atlanta, GA* | **WEBSITE** *triumphmotorcycles.com*

Lean and mean – an iconic motorcycle brand **revs up its business with apps**

The need for speed has always been a part of company culture at Triumph, the legendary British motorcycle maker. At Triumph North America, the two-person IT team has found that Salesforce satisfies another need for speed, allowing them to build and deploy new apps fast, sometimes within just a few hours.

Triumph North America is a very lean organization, with just 60 employees. "In order to run lean, we need our back-end processes to be efficient," said Jeremy Anderson, the company's Salesforce administrator and developer. "Salesforce is our go-to solution for any issue we have across the business. Anything that we need, we can just build it in Salesforce." The company has been a Salesforce customer since 2011, and currently about 90% of its Salesforce usage is custom-built applications.

Anderson has developed more than a dozen apps on Salesforce App Cloud – for email marketing, inventory management, and even auto-stock preferences and profitability reporting for Triumph dealerships. A parts-return app allows dealers to punch in a part number and discover immediately whether it is eligible for return. The app automates and makes instantaneous a process that used to require several days. It also immediately generates a shipping label for each query.

For incentivizing sales teams, the Sales SPIFF Slot Machine app was proposed, built, and deployed within just four-and-a-half hours. The sales department wanted a fun and easy-to-implement method for encouraging more motorcycle sales at the dealership level. The simple app uses Apex code to determine winners and losers competing for prizes among dealership sales teams.

"The main benefit of Salesforce for us is the flexibility," said Anderson.

"We scope, we build, we review, and we deploy. The ease of customization lets us build anything we need. The clicks-not-code philosophy makes it the best solution for our business needs."

– Jeremy Anderson, *Salesforce Administrator and Developer*

4.5 hours
from idea to app

NEXT STEPS

As the organizations featured in these pages make clear, it's all about discovering a whole new way to connect with customers. Trailblazers are building the apps that make this possible.

The good news is you don't have to radically reinvent yourself to become a trailblazer. All you need is the right platform on which to build your vision.

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1 | See everything Salesforce offers for IT. From the world's #1 enterprise app building platform to lightning-fast ways to optimize and customize your CRM, we have solutions designed to turn any IT leader into a trailblazer. Learn more at **salesforce.com/app-cloud**

2 | See how easy it is to blaze your own trail. We'll guide you step-by-step at **trailhead.salesforce.com** now!

3 | Download the complete **Trailblazer's Guide to Apps** to see how dozens of businesses across 9 industries are leading their businesses with apps.

The Salesforce Advantage

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Salesforce has always been an innovator. Seventeen years ago, we pioneered a new technology model with our cloud platform. We were born in the cloud and we are 100% cloud today. But our real success is driven by our customers' success. Over 100,000 companies worldwide trust our secure architecture and 99.9% uptime – and rely on three seamless, automatic upgrades each year to keep their business growing. By removing the burden of maintaining costly legacy infrastructure, our customers are free to focus on innovation.

The Salesforce platform is a complete CRM solution that connects every facet of your business so you can connect with your customers in a whole new way. There is simply no better platform for building apps – from low code/no code to elaborately customized apps – or a larger ecosystem of readymade apps, available on our AppExchange. No matter how big – or small – your company, whatever your industry or current systems, Salesforce is the right partner to help you become the IT leader you need to become to lead your business into the future.

The Benefits of Salesforce

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Lightning Platform – Now anybody can create rich, engaging apps that deliver a beautiful user experience on any screen. The Lightning Platform is the fastest way to build connected, scalable, secure apps that connect you to your customers in new ways.

Artificial Intelligence – More intelligent. More predictive. Salesforce Wave Analytics and our new Einstein – the world's first comprehensive AI for CRM –transform all the data from your customers, suppliers, and the Internet of Things into insights and actions that will drive sales, product enhancements, and customer satisfaction.

Mobility – The mobile revolution could not have happened without the cloud revolution. Everything we do is mobile-ready – and with App Cloud Mobile, now you have everything you need to build, run, and manage engaging mobile apps that are secure from day one.

Productivity – Automate processes, give your employees a 360° view of your customers from any device, connect your field staff to HQ – the Salesforce platform replaces infrastructure with constant innovation so you can increase productivity in every department, every employee, across the business.

Find out more at **salesforce.com/app-cloud**

Or call now to speak with one of our experts: **1-844-463-0828**

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CONNECT TO YOUR CUSTOMERS
IN A WHOLE NEW WAY