

Automotive CRM for MD Bavaria Group

The key to growth and exceptional customer care

A premium brand deserves a premium customer experience, from first contact to aftersales support. This mindset is at the core of **MD Bavaria**, a leading authorised BMW dealership in Slovakia. It was also one of the main reasons behind their decision to digitally transform and unify their customer-related processes.

The goal of the project was to **improve CRM processes** to deliver better service and achieve measurable, long-term business results. To do this, they selected **Automotive CRM by Konica Minolta IT Solutions Czech** – a solution proven by experience.

About MD-Bavaria Žilina, s.r.o. and T.O.B. s.r.o.

MD-Bavaria Žilina, s.r.o.
a **T.O.B. s.r.o.** is an authorised BMW dealer operating in **Žilina** and **Trenčín**. They run modern sales and authorised service centres, including financing services. Their team includes **nearly 150 professionals** across brands such as **BMW Motorrad, MINI Service**, and **MG Motor**. Their mission is to provide an outstanding customer experience, based on **personal approach, expertise**, and a **high-quality service environment**.

Our CRM processes have completely transformed the way we work with customers and brought us measurable, long-term results.

Tomáš Bielik, BMW Motorrad Manager, MD Bavaria



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Delivered Solution

The **Automotive CRM system** now connects every part of the customer journey across all MD Bavaria branches. One of the key goals was to **unify processes** between the locations in Žilina and Trnava to ensure customers have a **consistent experience** regardless of where they are.

For example, if a customer usually buys cars in Trnava but decides to purchase a motorbike in Žilina, the salesperson immediately sees who they are dealing with – a loyal customer with a full history, preferences, and previous interactions.

Key functional highlights:

- **Unified customer data across locations**

– The CRM system provides every salesperson with instant access to a customer's full history regardless of the location.

- **Minimised need for using other systems** – CRM is tightly integrated with key BMW tools, such as the SA3 offer module. All documents – contracts, terms, etc. – are printed directly from CRM, eliminating the need to switch between applications.

- **CRM as a single source of truth** – With built-in features like duplicate checks, suggestions for linking to existing contacts, and integration with the Slovak FINSTAT register, data quality is maintained at a high level that traditional DMS systems can't reliably provide.

- **A unified view of the customer and vehicle**

– CRM consolidates lead sources (web, campaigns, events), sales history, and vehicle information. Salespeople always know what car the customer is interested in, what was offered, and current stock availability.

- **Customer-driven flexible automation** – MD Bavaria designed its own automation logic on top of Automotive CRM. This allows the Konica Minolta team to focus on core development rather than minor tweaks or customisations.



Photo source: Courtesy of MD Bavaria

Every interaction – whether financial, in person or online – is recorded in the system. This gives us a complete customer picture and enables consistent, targeted communication.

Tomáš Bielik, BMW Motorrad Manager, MD Bavaria



**MD-Bavaria
Group**

CRM Structure and Team Roles

One of the biggest benefits of implementing Automotive CRM at MD Bavaria is the **effective connection between different teams**. Each role has a clearly defined place in the process, but thanks to a **shared system, shared data**, and **automated handovers**, everyone works as one team.

What used to be isolated in emails or private notes is now available to all through a **unified and up-to-date 360° customer view**. Departments no longer simply pass on information – they build on each other's work and enhance the overall customer experience.



Photo source: Courtesy of MD Bavaria

1) Marketing team

The marketing team plays a key role at the very beginning of the customer journey. They respond flexibly to incoming queries and leads – whether from the website, phone, campaigns or events. But they don't stop at first contact.

Each lead is **pre-qualified**, and if it meets defined criteria, it's assigned to a specific salesperson – along with planned activities. The team also actively monitors the early phases of each sales case to ensure a **quick response** and a **strong first impression**.

2) Sales Team

The sales team works with already **qualified opportunities**, allowing them to focus fully on what they do best – **selling vehicles**. Every step – from the first contact to deal closure – is **systematically recorded**. This gives salespeople a clear overview of their activities and supports performance KPIs.

3) Managers

Managers use CRM **daily** – not only for **strategic decision-making**, but also for **operational control**. With intuitive **dashboards and reports**, they have real-time visibility into the performance of individuals and entire teams.

What makes this project really stand out is the close cooperation between marketing and sales. There are no silos here – just one team, one goal, and one unique 360-degree customer view.

L'udovít Kabáč,

Solution Architect, DIM, Konica Minolta IT Solutions Czech



KONICA MINOLTA

Results That Speak for Themselves

Thanks to Automotive CRM, BMW Bavaria has achieved:

- An increase in **processed** leads from 700 to over 2,400 per year
- A rise in **conversion rate** from 6% to over 13%
- 100% visibility over every contact, every step, and every opportunity
- Automation of **key processes**, including lead import, task assignment, and reporting
- A **consistent customer experience**, supported by automation and feedback

CRM as a Path to Continuous Improvement

MD Bavaria's experience with Automotive CRM shows that the true value lies not only in **digitalising processes**, but in **transforming team mindset**.

For MD Bavaria, CRM has become a **living system** – a tool for managing sales, supporting teams, and continuously improving customer experience. With a **360° customer view**, everyone has access to the full history of interactions – from first contact to quote to aftersales.

Silos between departments are disappearing. Teams now work with the same data, in the same system, with clearly defined roles and responsibilities.

The result is not only **higher numbers**, but most importantly, **customers who keep coming back**.

Photo source: Courtesy of MD Bavaria

CRM for us is not just software. It's a way to do things better – every day.

Tomáš Bielik,
BMW Motorrad Manager,
MD Bavaria

