

AUTOMOTIVE

Bentley will bring a personalized, transparent experience to customers through Salesforce technology

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Bentley is taking a step toward transparency with Salesforce systems. Image credit: Bentley Motors

By LUXURY DAILY NEWS SERVICE

British automotive manufacturer Bentley Motors has announced it will deploy **Salesforce** cloud solutions to give its employees a 360-degree view of consumers.

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Digital is quickly becoming fundamental for companies, making high-touch, personalized digital services essential to building stronger relationships with prospective and existing customers. In addition to its advancements toward sustainability through products and supply chains, Bentley is transforming how it engages with a new generation of eco-conscious consumers looking for transparency.

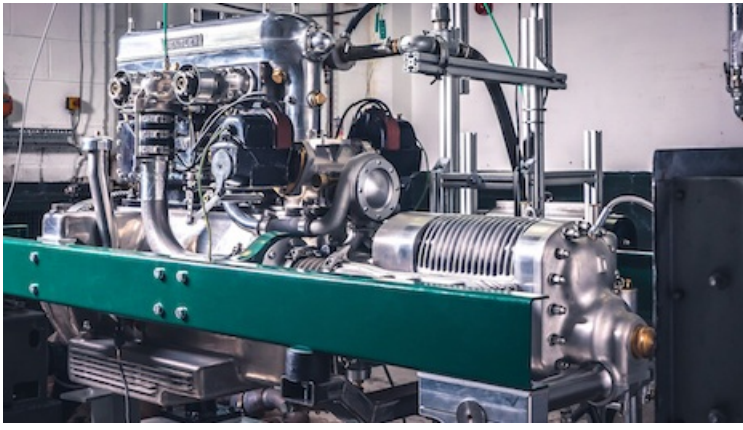
"For 101 years, the Bentley Motors brand has stood for luxury and refined craftsmanship," said Adrian Hallmark, CEO and chairman of Bentley Motors Limited, in a statement. "Combining our values and vision with Salesforce's technology will enable us to fundamentally reinvent our brand for the next century by evolving the way we engage with our customers digitally not only to supplement the real-world experience but to create deeper, long-lasting relationships with our customers."

Full transparency

The automotive brand has incorporated a range of Salesforce solutions to provide its 4,000 employees with a 360-degree view across more than 60 markets in order to deliver white-glove service, personalized experiences, increased growth and improved sustainability.

A team of brand advisors will use Sales Cloud and Service Cloud to manage all prospective and existing customer engagement on a single platform, enabling customers to use Live Chat as a new channel for real-time support.

Using Marketing Cloud, Bentley will be able to deliver personalized experiences across email, SMS and web. It will create customized campaigns based on customers' interests and history, including sharing information about new car releases or welcoming a new customer to the Bentley Motors community.



Bentley Motors blower engine. Image credit: Bentley Motors

Leveraging MuleSoft and Tableau, Bentley will be able to unlock and connect data from hundreds of systems to provide its retailers with a 360-degree view of the customer. Understanding each customer's preferences and previous engagement with the brand will empower its retailers to deliver highly-personalized service from the moment a customer enters a Bentley Motors showroom.

Using Tableau, Bentley will be able to track sustainability metrics and insights from across the company to measure its progress toward becoming end-to-end carbon neutral by 2030 and monitor the ethical sourcing of materials.

Recently, Bentley shared its vision to become a leader in sustainable luxury mobility. The Beyond100 strategy outlines how the marque will continue to invest in environmentally-friendly efforts.

Plans from the automaker, which recently celebrated its centennial, include a push towards "climate positive" operations and move towards full electrification ([see story](#)).