YAMAHA
Revs your Heart

Startups Rev Up
Yamaha's Customer Experience

An Idling Market for Motorcycles

Yamaha Motorcycles sales in Brazil were declining. Customers were leaving dealerships empty-handed and uninspired. Executives wanted to fix the problem, but their data was disconnected. They needed a whole new approach.

Shifting Gears

- Yamaha wanted to drive revenue with a seamless, joyful customer experience.

- They envisioned a connected digital ecosystem that supported dealership operations and the end-user experience.

- During more than 100 meetings over 6 months, executives grilled customers and analysts before deciding to implement **Oracle Commerce Cloud** and **Oracle Marketing Cloud**. From there, Yamaha turned to startups to add custom functionality and complete the CX vision.

"*We only had a concept but did not know how to do it. Oracle had the most complete solution for digital marketing and ecommerce – all the features, resources and automation. And partnering with Oracle for Startups connected us with Yamí and GingaOne allowing us to complete our big vision, with Oracle at the center.*"

— Ricardo Susini
Commercial Director, Yamaha Motorcycles Group, Brazil

Hitting the Open Road with Startups

To complete their big vision, Yamaha turned to Oracle for Startups and leveraged startup solutions to fill technical gaps.

YAMÍ

Yamí makes the customer experience happen by connecting the dots on the back end. Yamí's marketplace solution manages payments and stock management, integrates with Yamaha's dealer ERP management system and shows success KPI and insights via dealer dashboards.

"Without Yamí, the customer experience would not happen. We had to integrate all the systems involved across the dealerships, with resource constraints, and Yamí had a professional solution that made our lives easier."

— Luiz Fernando
Innovation Projects
Yamaha Motorcycles Group, Brazil

GINGA.ONE

GingaOne satisfies the mobile requirement for the unified Yamaha customer experience with a mobile loyalty and engagement solution that offers customers benefits for life.

"GingaOne's solution is bringing our new BLU CLUB application to life, allowing us to engage and drive value to our customers well past the purchase phase, building loyalty between our customers and the Yamaha brand."

— Ricardo Susini
Commercial Director
Yamaha Motorcycles Group, Brazil

Destination: Success

- Yamaha's big vision of a new customer journey roared to life with a newly developed BLU STORE and BLU CLUB, which customers use to shop, learn and connect with other Yamaha enthusiasts.

- Yamaha is confidently delivering ongoing value and engagements for their customers and dealers throughout every phase of the journey.

- Customers gained a better digital buying experience, while dealerships benefit from a seamless back end to keep up with operations and inventory. Of course, the rejuvenated customer journey extends well beyond the point of sale, with service scheduling, workshops and trainings, community engagements and more.

"*Oracle was flexible and reasonable, understanding the maturity curve of the project, and collaborating together with us. Connecting us with the startups helped us really deliver on our vision. It's the people that matter more than anything. Partners need to listen, collaborate and have the tenacity to find a winning solution for all.*"

— Luiz Fernando
Innovation Projects, Yamaha Motorcycles Group, Brazil

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