



# AUTOMOBILE CASE STUDY

G Tech Web Marketing Pvt Ltd provide sms service SMS can influence the business process and customers about the sales, service offers & Insurance renewal update on their mobile phones.

**DD Motors - The One Stop Shop for all your needs**

D.D. Motors an Authorized Multi-location Maruti Suzuki Dealership has been present in India since 1996. Since its inception, expansion has been DD Motors vision. Headquartered in New Delhi, DD Motors family includes over 1500 employees and has marked 3 corners West, North and South of New Delhi and also has its presence in Dehradun, Uttarakhand with overall 9 showrooms, 3 True Value outlets, 8 Workshops and 7 body shops, which include 5 SSS's (A one stop Sales, Service, Spares centre ). DD's vision is to create an organization that would be admired and sought out for its professionalism and quality of work. This inspiration is still alive in our work ethics and forms the foundation of our success. The Dealership also works to deliver a wide range of initiatives and schemes to promote the automobile industry and enable the dealership to become even more successful.

To derive its strength in its commitment to create architectural marvel by using state of the art technology, automobile, consulting global architects and by motivating human potential to scale new heights.

## **Challenges**

G Tech was having a big challenge of spreading the sale & service information to people and G Tech also provide them a virtual number service which directly connect to their call center, and they are able to track the numbers of calls and G Tech run this campaign every day in Delhi NCR to end their promotional sms to desired people.



## **Solutions**

G Tech helps DD Motors to increase their sale & service customer and G Tech run DD Motors campaign location wise in Delhi NCR and provide them quality of leads on virtual number & G Tech also run campaign for DD Motors NEXA showroom also and run this campaign on their target people like Gender, Age and Annual Income and from this they get good response in market.