



CASE STUDY

Digital Transformation at Reálszisztéma

Hungary's largest Toyota and Lexus car dealership provides sales, maintenance, repair and inspection services at two locations.

The company, which generates a turnover of more than HUF 40 billion annually, employs 232 people and pays special attention to high-quality customer service, ensuring the safety and reliability of the vehicles.

With its wide range of activities and several decades of industry experience, Reálszisztéma is one of the most recognized and stable brands on the Hungarian market.

INTRODUCTION

At the beginning of their digitization efforts, Reálszisztéma encountered several obstacles - including the limitations of a popular low-code platform - which made process development difficult and slowed down the progress of the project.

After months of trying, the management decided to keep the low-code direction and turn to software companies with a similar profile for help.

That's how they found Oriana, which offered more flexible and customizable solutions, both in terms of product functionality and implementation methodology compared to other competitors.

The modernization became necessary due to the following operational challenges:

- Circumstantial manual processes in the areas of parts orders and vehicle inspections.
- Lack of transparency and traceability of work processes.
- High error rate and significant administrative burden.
- Communication difficulties between sites.
- Isolated systems hindered productivity and reporting.



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Business needs

Project methodology

GOALS AND REQUIREMENTS

- Simplify and digitize existing workflows to improve operational efficiency and reduce errors
- Increasing the transparency and traceability of processes and automating routine tasks
- Building an in-house development capacity
- Providing real-time data access
- Taking customer experience to a new level: increasing customer satisfaction through faster, modern service delivery
- Increasing employee productivity and engagement by reducing administrative burdens
- Reinforcing the culture of continuous development and innovation

NECESSARY INTEGRATIONS

- For call center application
- For user groups and master data (e.g.: Active Directory)
- For in-house developed questionnaire management system
- For systems storing car master data

APPLIED IMPLEMENTATION METHODOLOGIES

Agile Methodology

The prototype-based agile methodology enabled rapid iteration and continuous feedback loop.

On-the-job Training

We combined on-site consulting with practical training in order to enable Reálszisztéma's IT team to use the new system as quickly as possible. The joint work with representatives of their IT team and Experts from the functional areas took place on a weekly basis, through personal meetings. (4 hours, once or twice a week, workshop-style.)





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Digitized Processes Delivered Solutions

Parts arrival query

Questions addressed to the warehouse about the arrival time of the purchase of specific parts

Parts order

Ordering and tracking of different types of parts, notifying participants

Call center service incoming call

Management of incoming calls, assignment of tasks, initiation of further processes

Warranty pre-approval or equity approval

Approval of warranty cases and administration and follow-up in the partner system

Warranty settlement

Accountability check, in normal or pre-approved cases

Collection of auto body damage reporting material

Checking and monitoring information from the customer and insurer

Stored tire preparation

Preparing the stored tires of an arriving customer for the appointment

Returning a car to a customer

Checklist before handing over the car, support for communication between service and reception

Technical consulting

Follow-up of consulting questions, monitoring the limit spent on task

Auto body unsolicited offer

Compilation of proposals for the repair of new errors detected in service and communication to the customer

Vehicle safety inspection (MOT test) requests

The process of testing new and used cars

Proforma and car arrival

New car arrival; control of communication between seller, receiving site and customer, with financial control

New employee onboarding

Control and follow-up of tasks related to induction: HR related tasks, accesses and allocation of tools, IT entry, education



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Summary

The collaboration between Oriana and Reálszisztéma showcases the immense potential for successful digital transformation within the SME sector. A standout achievement of this project is the empowerment of Reálszisztéma's IT team, who mastered the new system during the implementation phase, enabling them to independently digitize processes and manage operations.

Our tailored approach was perfectly aligned with the customer's needs. Through this partnership, 14 critical processes were digitized in just four months. The synergy of agile methodology and on-the-job training facilitated rapid knowledge acquisition and swift adaptation, fostering the essential internal competencies required for future system management and enhancement.

Reálszisztéma's management demonstrated remarkable foresight, establishing clear objectives that paved the way for success. Their team's dedication and solution-oriented mindset played a crucial role in achieving a digital breakthrough, reinforcing the company's commitment to continuous growth and innovation.



"We feel that with Oriana's solution, we have created solid foundation for our future digitalization plans."

**Zoltán Szabó,
Technical Director**

PROJECT IN NUMBERS

Implemented solution: Oriana Workflow System

INITIAL USER
NUMBER*:

30

AVERAGE
SAVINGS PER
WEEK**:

60 HOURS

AMOUNT OF
CONSULTING/
WORKSHOPS:

96 HOURS

PROJECT
DURATION:

4 MONTHS

REALIZED
PROCESSES:

14

NUMBER OF
INTERFACES:

4

*continually increasing as system usage expands

**calculating with 30 users, assuming 2 hours per person saving time per week