



# Mercedes-Benz

When you declare your brand to be Unlike any other – that declaration is binding. After Mercedes-Benz implemented this unique move in the brand's marketing interfaces, it initiated an organizational change that complied with the new strategy and adopted a customer-oriented approach

Over the past several years, Mercedes-Benz in Israel implemented a marketing move under the slogan Unlike any other. The move created a change in the perception of premium customers of Mercedes-Benz, in addition to reinforcing its image as a vehicle brand that offers exceptional performance, technology and design.

## The Competitive Environment

Car manufacturers worldwide tend to organize their marketing and sales activities based on the types of cars they manufacture. For example, a car brand that offers executive cars and commercial cars will involve salespeople that will offer customers private vehicles, as well as salespeople that specialize in commercial vehicles.

What happens when a brand offers an extremely wide range of products, such as executive cars, taxis, commercial vehicles, minibuses and even buses?

In this case, the marketer operates parallel systems, occasionally appealing to customers through different salespeople, who are competing against one another,

and does not always offer the optimal solution to the customer. This leads to customer dissatisfaction, confusion and occasionally even loss of a sale.

## The Marketing Challenge

Mercedes-Benz had to consider a new organizational structure that would comply with its marketing philosophy: Unlike any other.

## Unlike any other organizational structure

Colmobil, marketer of Mercedes-Benz in Israel, changed its organizational structure at the beginning of 2010, which, until then, was organized according to the types of cars manufactured by the manufacturer (premium, trucks, commercial, buses, minibus), to a customer-oriented approach that was organized round three types of solutions customers needed: delivery, transportation

and premium (executive cars). During the organizational restructuring, company customers were divided based on their needs: customers who needed delivery solutions and required commercial vehicles and trucks; customers who needed transportation solutions such as transportation companies, taxi cab owners, etc. and premium customers who wanted luxury executive cars.

In contrast with the past, Mercedes-Benz salespeople now know how to provide customers with optimal solutions from a range of Mercedes-Benz vehicles, rather than just the type of car they tended to sell.

The new organizational structure was happily accepted by company customers, who today only meet with one Mercedes-Benz representative who provides them with an overall, holistic solution.

Mercedes-Benz International has been monitoring the work in Israel with great interest, which is Unlike any other, in contrast with other marketing activities, and will decide in the future whether to assimilate the new approach in other markets around the world.





[www.mercedes-benz.co.il](http://www.mercedes-benz.co.il)

## Unlike any other Safety

Simultaneous with the organizational change, the Unlike any other philosophy is being assimilated also in the field of safety, which is one of Mercedes-Benz International's core values.

Within these confines, the company in Israel is providing unique training on safety for large fleets of vehicles in the field of work vehicles. Drivers undergo on the job training with emphasis on operational and safety aspects in their new car, etc.

## Unlike any other Experience

In order to introduce the emotional dimension in the sale and After Sale process, Mercedes-Benz initiated a unique experience for its customers:

- Festive delivery of the car to customers of fleets of vehicles by wrapping the car with a ribbon and having Mercedes CEO personally delivering it to the company.
- Breakfasts given to car owners in a personal Lunch Box.

- Invitations to customers at company factories overseas and visits to the brand's museum in Germany, etc.

## Unlike any other Service

Mercedes-Benz tends to surprise customers with service that is Unlike any other. For example, taxi cab owners receive unique, fast service in company garages when they bring in their taxis for service in order to enable them to return to work as quickly as possible.

Mercedes-Benz also developed in Israel a service that allows every customer to click one of their car codes and connect directly to a manned call center that can provide them with an array of services, from technical assistance to mechanical repair solutions as well as explanation of warning lights, traffic reports and personal-human direction to the target, Concierge services, which allows Mercedes-Benz customers to make reservations in restaurants, send flowers or purchase movie tickets – while driving in their cars. This service is innovative and the first of its kind in Israel.

The call center is operated by Mercedes-Benz 24/7,

## Things You Didn't Know About Mercedes-Benz

- In 1886, Karl Benz registered a patent for a motorized carriage, thereby essentially creating the first car in the world.
- The three pointed star represents the company's initial desire to provide transportation solutions on land, sea and air.
- As a brand, Mercedes is unique in terms of the range of solutions it offers in every vehicular field, from private cars, to commercial vehicles and trucks to buses. Although the brand is known for its luxury cars, Mercedes is also the largest bus manufacturer in the world, and in Israel, the brand is the largest in work vehicles.

and also provides service involving the arrival of service representatives to change a flat tire, supply fuel when necessary or send a cab that will bring the driver to where they need to go while their car is being serviced or after an accident.



**1886**

Karl Benz patents a motorized three-wheel carriage.

**1896**

Gottlieb Daimler develops and manufactures his first truck.

**1926**

Daimler and Benz merge.

**1963**

Mercedes-Benz is launched in Israel via Colmobil.

**2005**

The Unlike any other move campaign is launched.

**2010**

Colmobil shifts from a product-oriented to a customer-oriented approach.