



INDUSTRY CASE STUDY

AUTOMOTIVE





THE Challenge

An automotive marketing service company needed a more efficient way to connect remote, paper-based service transactions with their central billing system. It was challenging to match invoices, confirm accuracy, and effectively manage accounts receivable due to disconnected tools and manual data entry.

The process, which focused on the "make ready" operations of auto dealerships, involved managing documents, multilingual staff communication, and photos. Because many field employees spoke only Spanish, the new system also needed a bilingual interface to ensure full adoption.

They needed an accurate, user friendly, and accessible solution that could capture data at the source and sync it directly to accounting in real time.

OUR Solution

As their **Managed Intelligence Provider (MIP)**, Simpatico developed a custom browser-based application that captured critical field data and automatically synced it with QuickBooks for accurate, efficient billing.

DISCOVERY & DESIGN

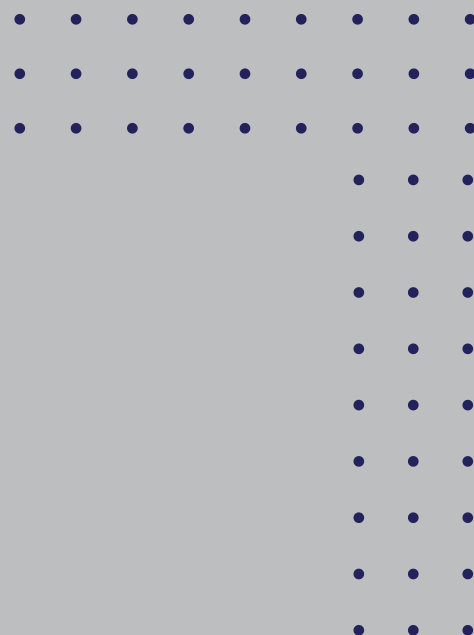
Simpatico researched the current procedure, determined what was slowing it down, and developed a bilingual app that automatically verifies vehicle and service information.

AUTOMATION & INTEGRATION

- Used the NHTSA VIN Lookup API to automatically populate vehicle details.
- Built a Spanish/English user interface (UI) for seamless usability.
- Automated billing by linking verified VIN and service data to the correct customer in QuickBooks.
- Enabled real-time synchronization between remote sites and accounting.

BUSINESS ALIGNMENT

The automation directly supported key business goals—improving billing accuracy, reducing administrative labor, and shortening the time from service to payment.





THE Result

The new system replaced the slow paper-driven processes with a digital platform that validated and synced data instantly.

KEY OUTCOMES

- Accurate billing tied directly to verified VIN and service data.
- Real-time data capture replaced manual entry.
- Faster communication between field teams and accounting.
- Bilingual functionality improved adoption and compliance.

SAVINGS & ROI

- Annual Savings: \$32K in reduced headcount costs.
- ROI: Achieved within the first year, with sustained annual savings and lower AR.

PARTNERED Success

Through Simpatico's MIP approach, the client transformed a fragmented, manual process into a connected, intelligent billing workflow. By working together, the client and Simpatico built a system that simplifies billing, unites teams, and accelerates revenue collection.



Strategic Design



Simplified data capture and validation for field teams.

Automation & Scale



Automated VIN lookups and invoice matching.

Data-Driven Decisions



Delivered real-time insight into billing and AR metrics.

Ongoing Partnership



Continuous enhancements as new dealerships were added.



THE Conclusion

This project showcases how Simpatico's **Managed Intelligence Provider (MIP)** model transforms manual workflows into intelligent, ROI-driven solutions.

Through the integration of bilingual data capture, real-time accounting automation, and VIN validation, Simpatico assisted the client in achieving:

- Over \$30K in annual savings and reduced AR.
- Accurate, transparent billing tied to verified data.
- Operational speed and scalability for future growth.
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With Simpatico as their MIP partner, the company now runs with precision, automation, and confidence—turning everyday transactions into measurable business intelligence.



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