Driving Success: How Rohrman Auto Group Revolutionized Customer Data Management with Tealium and Snowflake

In today's competitive automotive retail landscape, understanding customer needs and behaviors is critical for success. Rohrman Auto Group recognized this opportunity and partnered with Tealium and Snowflake to transform their approach to customer data management.

Challenge:

Rohrman Auto Group faced significant challenges that many growing businesses encounter. Their customer data was fragmented across web, mobile, DMS, and legacy systems, preventing them from developing a unified view of each customer. This fragmentation created compliance complexities that made adhering to data privacy regulations increasingly difficult. Without a single source of truth for customer information, Rohrman struggled with limited personalization capabilities, hindering their targeted marketing and customer experience efforts. The lack of real-time data integration also led to delayed insights, slowing their response to emerging market trends and customer needs.

Results

- Accelerated decision-making through access to near real-time customer insights
- Strengthened compliance posture with advanced data governance capabilities
- Enhanced personalization across all customer touchpoints
- New analytical capabilities supporting predictive modeling and advanced segmentation
- Improved operational efficiency by centralizing data management

2M Customer records transformed

2x Increase in lead conversions

"What's unique about the partnership that we have with Tealium is the ability to bring all of those interesting insights from all customer touchpoints. The legacy that Tealium has in this space is amazing, and we have a powerful integration that allows us to efficiently send customer data to Snowflake in near real time to drive our sales and marketing use cases."

-Ryan Rohrman, CEO, Rohrman Automotive Group

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The Solution: Seamless Data Integration

Rohrman turned to industry leaders Tealium and Snowflake to address these challenges through a strategic integration. The solution implemented unified data collection from all customer touchpoints using Tealium's customer data platform, creating a comprehensive foundation of standardized information. Over two million customer records were transformed into clean, consented data. The integration established near real-time data transfer between Tealium and Snowflake, enabling timely decision-making across the organization. Enhanced data governance capabilities ensured only clean, consented data entered their systems, addressing regulatory concerns while maintaining data integrity. This integration created centralized customer profiles, providing Rohrman with a comprehensive view of each customer's journey and preferences. The rich dataset and powerful processing capabilities unlocked advanced analytics opportunities, opening the door to new AI and machine learning applications.

Implementation: A Collaborative Approach

The successful implementation followed a structured methodology. The process began with a comprehensive data audit to identify and map all relevant data sources throughout Rohrman's ecosystem. Technical teams then established the seamless data flow between platforms, configuring the integration to meet Rohrman's specific business requirements. A robust governance framework was implemented to ensure data quality and privacy at every step of the data journey. The implementation included thorough team training, enabling Rohrman staff to maximize the system's potential through hands-on guidance and documentation. The partners committed to ongoing optimization of the solution, allowing it to adapt to Rohrman's evolving business needs and the changing automotive retail landscape.

Results: Transforming Customer Relationships

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- Lead conversions doubled
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What's Next?

By implementing this integrated data solution, Rohrman Auto Group has positioned themselves at the forefront of data-driven decision making in automotive retail. Their investment in customer data infrastructure has enhanced their ability to deliver personalized experiences while maintaining strict data compliance standards.

As the automotive industry continues to evolve, Rohrman is now well-equipped to adapt quickly to changing customer expectations and market conditions. Their journey demonstrates how the right technology partnerships can transform business operations and drive sustainable competitive advantage.