

SALESFORCE CASE STUDY

Autoscherm24 × Modeverse

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One System Behind Every Screen, Order, and Installation

ABOUT AUTOSCHERM24

Autoscherm24 is a Netherlands-based online retailer specializing in Apple CarPlay and Android Auto retrofit screens, along with car ambient lighting, for a wide range of vehicle makes and models, from everyday brands to premium marques like Mercedes-Benz and Maserati. Alongside its product catalog, the company offers model-specific buying advice and installation guidance, helping customers choose and fit the right multimedia upgrade for their exact vehicle.

THE CHALLENGE

With a growing catalog spanning dozens of vehicle makes and models, Autoscherm24 customers often need guidance before they buy, matching the right screen or lighting kit to their exact car, understanding installation requirements, and getting support if something goes wrong after the order ships. Inquiries came in through several channels at once, with no shared view of a customer's order, vehicle details, or prior questions, which made it harder to give fast, informed answers as order volume grew across an expanding product range.

THE SOLUTION

Modeverse partnered with Autoscherm24 to bring its online store, customer inquiries, and order support onto a single Salesforce foundation. The engagement included:

- A Salesforce Commerce Cloud setup connecting the online catalog, cart, and checkout, giving Autoscherm24 one place to manage orders across screens, lighting kits, and accessories.
- A unified customer record linking each order to the customer's specific vehicle make and model, so support and sales staff always know exactly what was bought and what it fits.
- Automated case routing for pre-sale advice requests and post-sale support questions, so each inquiry reaches the right team with full order and vehicle context attached.
- A structured product and fitment catalog in Salesforce, making it faster for staff to confirm compatibility across the growing range of supported vehicle models.
- Dashboards giving leadership visibility into order volume, response times, and product performance across the full catalog.

THE RESULTS

With Salesforce connecting the storefront, customer records, and support requests, Autoscherm24's team now handles buying advice and after-sales questions with full context on every order and vehicle.

Inquiries reach the right person faster, fitment questions are answered with the catalog data on hand, and leadership can see order and support performance across the entire product range. The result is a fast-growing automotive retailer with the operational backbone to keep scaling its catalog without losing the personal, model-specific advice customers rely on.

Unified	*Automated*	*Faster*
Order&VehicleView	CaseRouting	FitmentAnswers

> ***“Every customer's car is different. Our systems needed to know that as well as our team does.”***

The idea behind Autoscherm24's Salesforce-powered customer experience

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ABOUT MODEVERSE

Modeverse is a Salesforce consulting agency helping companies design, build, and optimize Salesforce environments that fit the way they actually work, from Sales Cloud and Service Cloud to Commerce Cloud and custom integrations. We partner with our clients from strategy through implementation and ongoing support.

Want to see what Salesforce could do for your organization? Get in touch with Modeverse to start the conversation.