



Real-life Use Cases: Document Automation in Automotive Industry

1 Introduction

The car industry is at a turning point. Electric and hybrid drives are gaining ground. Semi-autonomous driving will become the standard. New ownership models like leasing, renting, and subscriptions are moving into the spotlight.

Meanwhile, new sales approaches like the Fleet Agency Model (FAM) and Agency Distribution Model (ADM) are advancing, as remote connectivity is reshaping service, maintenance, and the growing software sales.

In the face of ever-growing competition, all this means that manufacturers to develop new skills, deploy advanced automation, and standardize operations. This applies also to the customer-facing activities like marketing, sales, and services.

Automotive companies run some of the world's most complex Salesforce environments. Documill extends them by enabling fully embedded document automation. It creates accurate, governed, and compliant documents out of the trusted data in the Clouds: Sales, Revenue, Marketing, Experience, and Automotive Cloud.

And not only that. Read on and explore how Documill's real-world solutions enable this.

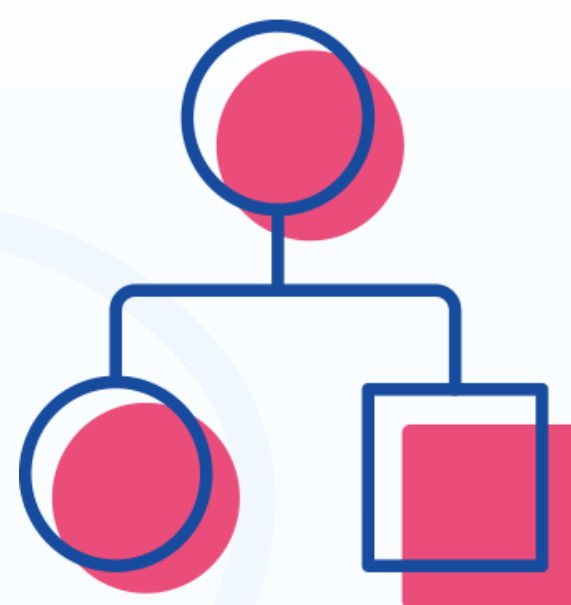


2 Automotive Salesforce Landscape

During recent years, we have witnessed a shift from set product models to tailorable configurations all across the field of manufacturing. What was norm in customer-configured laptops and mobile phones with apps is now becoming a new norm for selling automobiles.

Thus, automotive companies are rolling out an omnichannel 360° service to reach out across brands, regions, dealers, and agents – centralizing the critical front-line processes from marketing and sales to customer support.

In this environment, documents are business-critical assets that directly affect revenue, compliance, brand consistency, and customer experience. They leave no space for pricing errors, inconsistent terms, or slow deal cycles.



88%

of customers say a
seamless experience matters
as much as the product

3 Key Use Cases for Automotive Processes

Today, omnichannel CRM strategies are a buzzword in vehicle sales. Documill brings document processes across the Salesforce clouds to physical and online channels — that 360° experience.

Documill integrates fully with Salesforce to perform the associated document-related tasks.

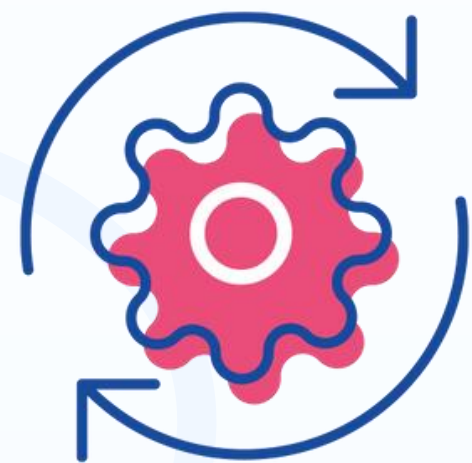
For the Salesforce users, this means the capability for high-volume customer interactions:

- document generation with a click
- no copying fragmented data across systems
- Convenience: no jumping between applications.

Meanwhile, Salesforce admins can centralize operations and benefit from:

- full support for localization: adapted layouts, fonts, and languages
- complete workflow automation, including the document delivery
- high compliance: TISAX, ISO 27001, and full GDPR consent management.

And now, let's look at some real-life use cases.



Up to

40%

reduction in admin
workload

3.1 Order acceptance, rejection, and cancellation

When prospects or customers place orders, these need to be managed quickly and promptly.

Documill's Order Acceptance Workflow alerts the manufacturers' agents and dealers to make the decision on accepting, rejecting, or cancelling a new proposed customer agreement.

The document comes out with a click, so time gets used on making the right decision, not spending extra hours on getting the document wording and layout right.

"69% of OEMs adopt a centralised decision-making approach for SDV strategies, aiming for consistency, cost efficiency and faster response times."

— Deloitte, 2024



3.2 Customer orders and contracts

The Documill workflow for Order and Contract continues from where the Order Acceptance left. Hence, the sales agents can print out with a click the required documents for customers buying a new vehicle – from the Salesforce CPQ, for instance.

These documents list the vehicle specifications and configuration, and details like its pricing, delivery, and warranty conditions. They must be got right.

The data structure is usually highly complex, yet expertly automated by Documill's support for SOQL queries and filtering, as well as complex calculations.

"European automakers... can switch gears by adopting a more localized development strategy, building regional supply chains, and tailoring offerings for distinct markets."

— McKinsey, 2025



80%

faster contract cycle time
with automated approvals

3.3 Dealer & Agent Agreements

Auto manufacturers usually run extensive dealer and/or agent networks. When it comes to contracts with these partners, some of the conditions will have to be negotiated individually - and specified in the document in a collaborative manner.

For instance, local legal and commercial conditions require fine-tuning the content with individual nuance. Meanwhile, central brand governance must not be undermined.

Documill's advanced negotiation capabilities add the collaborative layer needed for these contracts. Think something similar to Word embedded right inside Salesforce, with full integration.

"Whether they are configuring a vehicle online or exploring financing options, that info should be added to the 360-degree view of the customer."

— Salesforce, 2025



Up to

9%

of annual revenue lost to
inefficient contracting

3.4 Data Subject Access Requests (DSAR)

A DSAR enables individuals to demand that car manufacturers, dealers, and financing companies disclose what personal data is collected and how it is used, under regulations like GDPR or CCPA.

With connected vehicles collecting sensitive data — such as live locations, routes, and call history — automotive firms are facing increased, legally required, and time-sensitive requests, often driven by vehicle financing investigations.

"81% of OEMs expect significant returns from data monetisation within the next five years."
— Deloitte, 2024



3.5 After-sales Correspondence: Case-to-email

More and more, manufacturers' after-sales services contribute to their profits. These also include customers' product and service issues handling. And in them, quickness of responses and elimination of errors really matter.

Documill's Case-to-Email Solution automates the entire issue correspondence workflow in Salesforce Service Cloud: generating, editing, reviewing, centrally approving and delivering messages.

The result? Resolving issues with automation means speed, reliability, and accuracy:

- The correspondence gets standardized, with each new topic saved for reuse in other similar cases.
- Service agents' skill and expertise are brought to a higher level with improved knowledge sharing.



6 Conclusion

For vehicle manufacturers, Salesforce is the digital backbone of sales, partner, and operational processes. Documill extends that backbone and ensures that every document is:

- accurate
- compliant
- scalable across brands and markets.

With this powerful combination, automotive companies can:

- accelerate revenue execution
- reduce compliance and operational risk
- maintain global consistency with local nuance.

With Documill, automotive companies turn Salesforce data into trusted documents — at automotive scale.

"The constant app-switching kills productivity and creates data silos."

— Salesforce Ben, 2026



2.7

times higher cost of non-compliance vs. investment in compliant systems