

Case Study

Accelerating innovation and revenue growth at Wensink

Atos delivers unified IT systems to drive smarter
customer engagement with Salesforce and MuleSoft



Atos



At a glance

Automotive leader in the Netherlands, Wensink partnered with Atos to integrate its IT systems, unify customer data, and enhance sales and service processes through Salesforce and MuleSoft solutions.

Overview

With more than 35 years of experience in the automotive industry, Wensink Automotive specializes in car sales, service, and repairs throughout the Netherlands.

Why Atos

Atos' unique Salesforce expertise includes a global team of 1,200 members, who are balancing industry-leading innovation, AI, and technical excellence to deliver smart and sustainable solutions for a future-fit world.

Find out how Atos is leveraging Salesforce for faster results and a transformative experience for your end-users:

[Atos and Salesforce - Atos.](#)

Challenge

Wensink wanted to stay ahead of its competitors in the evolving automotive industry by integrating its IT landscape, centralizing data for a unified customer view, and enhancing up-selling opportunities in maintenance and vehicle services. With a robust IT infrastructure, the company can effectively harness IoT data from connected cars, enabling a smarter customer experience.

Solution

Wensink collaborated with Atos to develop a comprehensive Salesforce and MuleSoft solution, transforming its IT systems and customer engagement with the following activities:

- Unifying IT systems, integrating 20+ systems (e.g. Autoline, RDW, and PlanIT) using MuleSoft
- Implementing lead management, contact center, and parts and assets with Sales Cloud
- Enabling case management and omni-channel support (phone, WhatsApp, chat, email) via Service Cloud
- Implementing personalized journeys via Journey Builder and Email Studio in Marketing Cloud

Results

Wensink's recurring revenue witnessed a significant increase with the improved customers' journeys and the end-users' ability to schedule service appointments on their own.

Through automated processes and integrations with MuleSoft and Salesforce, Wensink also improved the efficiency of its sales organization, streamlining operations and enhancing productivity. Additionally, there was an increase in first-contact resolution.

This transformation has enabled Wensink to adapt to evolving industry trends and adopt a winning revenue model for a future-fit business plan driven by IoT data from Wensink's connected vehicles.

Find out more about us

atos.net

atos.net/career

Let's start discussion together



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