

CASE STUDY

# Bergstrom Auto adopts the Kissflow approach to digital transformation

“We easily make back the money we spend on Kissflow. It pays for itself.”

-Bergstrom Auto

## About the Company

Bergstrom Automotive is Wisconsin’s #1 Automotive Dealer. The Company offers various brands of cars, financing, parts, and maintenance services. They have 44 car dealerships around the state and thousands of employees.

## Overview

- Bergstrom has a central office, but most of its sales and service employees are scattered around all the different dealerships.
- Standardizing processes and controlling workflows across every location was a huge challenge.



**Automotive**

Industry Type



**Enterprise**

# of Employees



**10**

Apps Created

## The Challenge -

The accounting team of Bergstrom struggled with regulating and tracking their accounting write-off process.

- 1 Before processing a write-off, several people needed to approve the loss
- 2 The team found it hard to get the right signature via mail from each branch
- 3 Time-consuming approvals led to an endless loop of back-and-forth communication

## With Kissflow, they were able to:

- 📄 Immediately reduce paper forms and mail costs
- 📄 Create fully-functional apps within a few minutes using the app builder
- 📄 Track the task owner to make sure the request gets completed on time
- 📄 Initiate, track and modify processes from any location, handled the same way

