

CASE STUDY | AUTOMOTIVE

A leading automotive dealer leverages scalable and effective customer collaboration infrastructure

Challenge

- This Asian automotive dealer wanted to retain market leadership through differentiated customer experience
- Their management wanted to provide an unique, professional and personalized service experience to each customer
- Lack of accurate reporting was hindering agent performance monitoring and sales tracking to improve conversion

Solution

- Servion took a consulting first approach to assess, analyze, design and develop unified customer interaction management system on Cisco technology. The solution was integrated with ACD, self-service, CTI, agent desktop application in single server

- Servion offered a Contact Center in a box mode that had the potential to lower operating costs, drive revenue and enrich customer experience

Benefits

- Servion helped the client build a resilient, scalable and effective customer collaboration infrastructure for a better customer experience
- With advanced visualization and reporting, the client gained a 360 degree visibility of contact center operations & performance in a single dashboard
- Unified reporting helped the management gain granular statistics, monitor critical contact center KPI and switch to informed decision making.