

CASE STUDY | AUTOMOTIVE

A leading automotive dealer leverages scalable and effective customer collaboration infrastructure



Challenges

- 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 asses, 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

For more than 25 years, Servion has been trusted by customer-centric brands for designing, building, running and optimizing Contact Centers and Customer Experience (CX) solutions. Our 1100 CX professionals apply their passion and deep domain expertise to the entire design-build-run-optimize solution lifecycle. For more information, visit <https://servion.com/>.



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