

CASE STUDY | AUTOMOTIVE

A leading automotive service provider improves FCR and drives better customer experience

Challenge

The client is India's large multi-brand service provider and it offers a bouquet of services to automobile customers.

- Wanted to set-up its own contact center
- Empower agents with better informed systems
- A strong call routing mechanism to reduce call waiting time
- Increase First Call Resolution

Solution

- Servion took a consulting-led approach and designed and deployed an in-house contact center
- A tailor-made case management system integrated with

the ticket management system, a SMS module and the existing CRM module

Results

As a result of the new system, the service provider was able to enhance its Customer Experience through:

- Speedy and personalized assistance
- Calls were routed to the most suitable agents thus increasing First Call Resolution
- Reduced call handling time
- Tighter performance monitoring and control of agent performance
- Complete visibility with real-time and historical performance of the agents