

CASE STUDY | AUTOMOTIVE

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



Challenges

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
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- Calls were routed to the most suitable agents thus increasing First Call Resolution
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- Reduced call handling time

- Tighter performance monitoring and control of agent performance
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- Complete visibility with real-time and historical performance of the agents

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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