





Case Study **Automotive**



Today's automotive leaders face new and pressing challenges: rising energy costs, fierce global competition, product engineering enhancements and a new breed of environmentally conscious consumers demand a sophisticated and agile marketing approach. First globalization and now a cyclical economic downturn have significantly raised the stakes.

The automotive industry needs a sustainable model to exceed customer expectations without compromising the bottom line. Success starts with creating and supporting loyal customers and depends on finding new ways to increase sales and drive operational efficiencies.

Client Description

The client is one of the world's leading manufacturers of high-performance luxury automobiles. The client prides itself in maintaining one of the most loyal customer bases in the industry and for providing the highest quality of customer service to its unique high net-worth demographic.

Case Background

The client possesses a network of worldwide dealerships to provide sales, service and support to its customers. Changing consumer preferences and growing competition have made customer service a top priority for all automakers. The client sought an outsourcing partner with multi-lingual support capabilities that could measure and improve customer satisfaction levels at its worldwide dealerships while augmenting customer acquisition and retention practices.

Partnering for Success

TRG was chosen to partner with the client because of its global resources and over two decades of contact center operating experience. TRG's global footprint enables multi-lingual agent support (12 languages) that is capable of servicing the client's European, American and Asia-Pacific markets. Additionally TRG's diverse consumer research experience provides the domain expertise to develop insight into the client's unique selling proposition and create a framework to address changing consumer preferences.

TRG spent a considerable amount of time with the client to understand their brand, product and customer expectations before developing a comprehensive training program to coach its agents to represent them and retain their integrity.

As part of its implementation, TRG has established a dedicated contact center environment for the client where initial enquiries on vehicle models and client services are received. These enquiries are profiled against a scoring system and high-probability prospects are forwarded to a client dealership for follow-up engagement and anticipated vehicle purchase. The contact center operation is also staffed and designed to support events management including auto shows and dealership events on behalf of the client.

To enhance the customer support process, TRG's project management team has leveraged its insight into consumer behavior to design a multi-tiered process flow to act as a protocol for engaging in customer calls. The primary objective of this



Case Study Automotive



implementation is to ensure that customer satisfaction levels are measured at critical intervals.

TRG has established a technology link with the client's dealerships to ensure that the incidence of customer visits (prospective buyers as well as existing owners) are automatically transmitted to TRG's contact center where agents place follow-up calls at pre-determined intervals.

Scheduled Task	Protocol
New ownership	Welcome vehicle owner and ensure buying experience met expectations
Following scheduled service or warranty repair	Ensure visit to dealership was satisfactory and service issue was resolved successfully
Three months following ownership	Capture user experience and satisfaction
One year following ownership	Capture user experience including evaluation of feedback regarding repair services, availability of parts and overall satisfaction

Best practices in customer lifecycle management ensure that customer satisfaction levels are assessed continuously and specifically at key periods in the after-sale process. A customized reporting structure has been built to communicate customer feedback directly to dealership and the client's corporate offices worldwide.

Extending the Partnership

After evaluating consumer feedback over time, TRG has proposed and implemented programs for 'Lost' (previous owners who have changed vehicle brand preferences) and 'Pre-Owned' customers. These programs have been well-received by consumers and enjoy great success. The client continues to incorporate recommendations by TRG into its dealership evaluation programs. The collaborative strategy has provided the client with an opportunity to streamline its basic workflow processes and the flexibility to re-allocate its corporate resources into product development, high-impact marketing and the highest level of vehicle service and support.

The Resource Group

Suite 560
1700 Pennsylvania Avenue NW
Washington, DC 20006

+ 1 202 289 9898

TRG Customer Solutions

Suite 101
8375 Dix Ellis Trail
Jacksonville, FL 32256

+1 888 878 7400