

Contact Center and Satisfaction Surveys - Multi-brand Car Dealership

CONTEXT


- The multi-brand car dealership, with an estimated fleet of 160,000 vehicles on the road, outsourced part of its customer relations to improve service quality, operational responsiveness, and customer satisfaction management.
- The project is part of a continuous improvement process aimed at optimizing the customer experience, covering both:
 1. Multi-channel inbound flow management,
 2. The conducting of surveys of (sales and after-sales),
 3. The production of actionable indicators usable for operational and strategic management.

KPIs

- QOS >95%
- SLA > 90%
- AWT <= 60 sec
- CR (SALES/AFTER-SALES SERVICE) >=70%

OPERATIONAL SCOPE

Inbound call management – Customer relations

- 1 **Incoming calls: ~3,000 calls/month**
 - Requests for commercial information and services
 - Customer support (sales/after-sales)
 - Customer complaints
 - Appointment scheduling and qualificationReferral and transfer to the relevant departments depending on the nature of the request
- 2 **Emails: ~2,000 emails/month**
 - Receiving and qualifying requests
 - Processing or escalation according to defined processes
 - Traceability via the tools provided
- 3  **Hours of operation:**
 - Monday to Friday: 8:00 a.m. – 5:30 p.m.
 - Saturday: 9:00 a.m. – 1:00 p.m.

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OPERATIONAL SCOPE

Satisfaction surveys - Outgoing calls

- **Outgoing calls: ~11,000 calls/month**
 - ♦ Two survey systems are in place:

- 1 Daily internal surveys (SALES / AFTER-SALES SERVICE)**
 - ♦ Conducted entirely using files transmitted daily Calls made via a Call Center as a Service platform – Nixxis
 - ♦ Exclusive use of scripts and questionnaires provided by the dealer
 - ♦ Measuring customer satisfaction immediately after service or purchase

- 2 Manufacturer surveys (monthly)**
 - ♦ Conducted using files sent twice a month Questionnaires provided by the manufacturer
 - ♦ Data entry and reporting via the manufacturer's dedicated platform



PLANNING & TOOLS

- Telephony platform: Call Center as a Service (Nixxis)
- Appointment scheduling: Microsoft Outlook
- Secure access to tools and data
- Strict compliance with confidentiality and data protection rules

CHALLENGES

- Ensure rapid and consistent handling of customer requests
- Improve the perceived quality of customer relations across all points of contact
- Achieve a high level of completeness of satisfaction surveys
- Have reliable and usable data to guide corrective actions
- Maintain a level of service in with contractual commitments

