

Success story Platana x Norauto

Norauto is transforming its after-sales service to expand repair operations.



Context & Goals

After-Sales Service Challenges for the Brand

In line with its mission to provide every driver with sustainable mobility solutions, Norauto is committed to offering its customers sustainable and responsible products and services.

In this context, why focus on repairs? To extend the lifespan of products, of course, thereby preserving increasingly scarce natural resources, and to enhance consumers’ purchasing power through economical and sustainable alternatives.

The after-sales service then plays a key role: An efficient and accessible after-sales service is a major driver in encouraging customers to repair rather than replace their products.

About

- N°1 European provider of automotive maintenance and repair services
- Distributor of its own brand and major international brands for parts, tires, and accessories.
- Over 630 auto centers across 5 countries (France, Spain, Italy, Belgium, and Portugal).

Goals of the transformation project

- Make after-sales service simple, fast, and reliable for both employees and customers, in order to develop the instinct to repair. - Position Norauto as a distinctive brand, recognized for its responsible and innovative solutions.	- Digitize after-sales service to simplify and speed up customer support. - Capitalize on the digitization of supplier contracts to improve the refinancing rate of warranties.
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Success Indicators for Norauto’s After-Sales Service Transformation

 85 % Collaborators can instantly find customer support solutions	 +41% Of the product repairability rate, to the detriment of swap	 < 4 mn Average processing time for an after-sales service folder
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Key factors for successful after-sales service transformation

Digitalization at the core of the transformation

- Interconnection with IT systems such as the product management tool, the order processing software, and the customer purchase database.
- Centralization of after-sales service data, ensuring quick and reliable access to necessary information.
- Digitalization of contractual processes with suppliers, for smoother and more efficient processes.

Benefits on 3 levels

- **For customers** : a simple, fast, and reliable experience, strengthening their loyalty.
- **For collaborators** : a reduction in time-consuming tasks and instant access to solutions.
- **For the company** : An improvement in center profitability while contributing to the brand's environmental commitment.

Growth Opportunities

The transformation opens up new economic opportunities for Norauto:

- The development of out-of-warranty repairs, including the sale of spare parts and specific after-sales services.
- A reduction in the costs associated with product exchanges, thanks to increased promotion of repairs.
- Enhanced customer loyalty.

Continuous Improvement of the Offer

The collection and analysis of data from after-sales service and repairs allow Norauto to:

- Identify areas for improvement to enhance product sustainability.
- Optimize product design to maximize repairability
- Adapt the offer to customer expectations, based on precise data.

Who are we?

Platana was created in 2018 and is a SaaS platform that offers retailers the opportunity to revolutionise the after sales experience for their customers, staff and partners.

An unrivalled after-sales, omnichannel, experience is delivered to consumers while enabling complete digitalisation of after-sales processes. Platana delivers significant operational gains, and helps retailers deal with regulatory issues relating to the repairability of distributed products.



Functional completeness

Covers all after-sales issues



Business expertise

Strong advice and mastery of the field, processes and requirements of the after sales service.

Our customers testify



"Platana offers an easy-to-use solution with a wide range of after-sales service features. We were looking for a partner recognized in the retail sector to fully understand the specifics of our European markets. Choosing Platana was an obvious choice!"

Rémi DELCOURT
After-Sales Service Manager –
Norauto



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Watch the full video
testimonial!



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