Glanceable. x MISTER AUTO

CASE STUDY · E-COMMERCE · AUTOMOTIVE

Mister Auto: +2 NPS points in 2 years thanks to Voice of Customer + AI

Drawing on multilingual, multi-market feedback, Mister Auto now explains its NPS variations by department, and each team manages its own pain points.

BEFORE → NOW

NPS tracked as a single global score	Multilingual verbatims unusable at scale	Voice of Customer confined to the CX team	Packaging insights never reached the right teams
Variations explained by department	**NPS and reviews analyzed across all markets and languages**	**31 licenses spread across departments**	**Packaging pain point quantified and presented to the executive committee**

The challenge: an NPS too macro for each team to act on

Mister Auto, a Stellantis Group subsidiary, is a leading European online auto parts retailer for both individuals and professionals. Here, satisfaction is strategic: if the right part doesn't arrive on time, the car remains out of commission.

Audrey Daloz, Head of Customer Voice and Stellantis Synergies, manages feedback collection on a European scale. NPS was tracked as a global score, with no way to explain variations by category, carrier or market, and multilingual verbatims were unusable at scale.

CLIENT

Mister Auto, a Stellantis Group subsidiary

SECTOR

Online auto parts

TEAM

Customer Voice & Stellantis Synergies

MARKETS

All European markets and French overseas territories

SOURCES ANALYZED

NPS (score and verbatim), site and product reviews, customer service feedback and complaints

"

We've moved from one-off verbatim analysis to genuine team ownership: each department now manages its own pain points.



Audrey Daloz
Head of Customer Voice & Stellantis Synergies, Mister Auto

Glanceable helps companies steer the Voice of Customer at scale: structuring unstructured data, multi-channel analysis, and action-oriented automation.

Glanceable x MISTER AUTO

The solution: cross-functional CX governance, deployed by department

Mister Auto structures and cross-references multilingual, multi-market NPS (score and verbatim), site and product reviews, brand experience, and customer service feedback and complaints.

Cross-functional CX governance is deployed by department: logistics, product, customer service, front-end and UX, pricing. Integrated order metadata provides fine granularity, and each department manages its own pain points. The 31 Glanceable licenses are distributed across all departments that contribute to the customer experience.

KEY FIGURES

+2	NPS points in 2 years
-10%	refunds for vehicle incompatibility
31	licenses deployed

Results

+2 NPS points on an already high base

Gained in 2 years, from an already strong starting point.

A packaging pain point, quantified

The issue was quantified, then presented to the executive committee.

Dedicated dashboards by silo

Each department follows its own indicators and manages its own pain points.

NPS variations explained by department

Gaps in the global score are now explained department by department.

> "It's transformed how we see things: our customers are no longer data behind a screen, but real people."



Audrey Daloz
Head of Customer Voice & Stellantis Synergies, Mister Auto

See Glanceable on your data

We integrate a sample of your real feedback before the demo.

Request a demo →

Glanceable helps companies steer the Voice of Customer at scale: structuring unstructured data, multi-channel analysis, and action-oriented automation.