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Use Case – Retail – Car Dealerships

Car Dealership transforms customer experience with innovative call analytics, recording and conversation analytics.

Situation

Smooth, reliable voice communication between customers and internal departments are essential to sales and service operations. Car dealerships are required to provide evidence that they're delivering customer experience in line with brand values through a combination of process, training, customer feedback and reporting.

The dealership operates over 5 sites and offers two car brands, each of which have specific training and reporting requirements. Using legacy technology, the dealership was struggling to deliver a consistent level of service and meet reporting obligations. A fresh approach was required to drive customer experience to the next level and simplify performance reporting

The Solution

Call analytics dashboard views are helping the company to optimize call handling, monitor call performance against agreed targets and deliver a consistent level of service at all times.

Staff can view and return missed calls to minimize missed opportunity and customer dissatisfaction. A scheduled monthly report provides the necessary evidence that response times are being met.

Every interaction is captured, transcribed and analysed using AI conversation analytics. Sensitive payment card data is automatically redacted to meet payment card industry compliance.

Best practice conversations are identified and flagged for inclusion in training playlists, whilst conversations with poor sentiment are highlighted and reviewed by the sales and service managers. Any abusive calls or complaints are automatically notified to the General Manager who can click to listen, then act to protect reputation where necessary.

The dealership is planning a move from traditional scorecard evaluation to auto evaluation. When implemented, AI will evaluate all conversations to free up evaluator resource and present a complete and unbiased view of customer experience to the manufacturer.