



Leading auto manufacturer reimagines their contact center with TTEC Digital

At a glance

One of the world's leading automotive brands wanted customer and agent experiences that would be as reliable, modern and streamlined as their vehicles. TTEC Digital delivered a powerful, AI-ready solution.

The challenge

A leading auto manufacturer was running its contact center on a legacy platform that couldn't keep pace with rising customer expectations, global operations, or evolving technology needs. Beginning with a CX-led contact center assessment, TTEC Digital embarked on a project to help this client create truly modern, AI-enabled customer and agent experiences.

The solution

Over three years, the client transitioned to a modern, AI-ready platform that brings together customer data, vehicle history, and case activity into a single pane of glass. This unified experience replaced fragmented workflows with a seamless agent experience, eliminating the friction of toggling across disconnected tools and channels.

The platform was architected to scale globally, support omnichannel engagement, and serve as the foundation for automation, analytics, and integrated service delivery. It isn't just more efficient — it's smarter, faster, and built to evolve.



TECHNOLOGY

Microsoft
Cisco

INDUSTRY CATEGORIES

Manufacturing
Automotive

SERVICE PROVIDED

CX-led contact center assessment
Data sync retirement
Tech ecosystem integration
Unified experience

Under the hood

Data sync retirement:

Migration from a legacy Dynamics platform to a modern D365-based solution

Scaled delivery effort:

415M records migrated and 84K+ delivery hours invested to unify data, workflows, and agent experiences

Integrated ecosystem:

25+ integrated systems and 100+ custom entities

Unified experience:

Reduced friction via >30% click optimization, curated flows, optimized customer/VIN search and Dealer Portal enhancements

The results

Today, this integrated, unified customer and agent experience powers contact centers across the client's business units, delivering measurable gains in efficiency, experience, and long-term value.

It is designed not only to streamline current workflows, but also to support capabilities including AI-guided agent assistance, Copilot integration, and predictive service delivery.

This is no longer the “new” system — it's the system. Proven. Scalable. Chosen. And delivering outcomes like:

- **Average handle time reduction:** Down 3.5 minutes (from 13.5 min to 10 min), saving \$2.83M in 2024 and \$5.81M projected in 2025
- **NPS uplift:** +15 point modeled impact = \$3.7M/year in profit
- **System uptime & stability:** Modern cloud-based platform that enables faster deployments & simpler maintenance
- **Training ramp time:** Reduced by 15% saving \$0.16M in 2024 and \$0.25M projected in 2025

\$9M

in savings realized

\$23M

projected savings by 2027

3,000

agents

100+

teams

09

migration waves