



CASE STUDY
AUTOMOTIVE VERTICAL

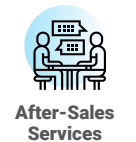
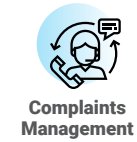
**FIRST-CLASS
CX DOMAIN
EXPERTISE**

Revamping CX for a Renowned Automaker



The client is an American automotive flagship brand, offering sales and after-sales services, social media management, and omnichannel solutions as part of their provided automotive digital services.

By partnering with RAYA Customer Experience (RAYA CX), the client was interested in RCX's value proposition to transform their inbound customer care, complaints management, Business Development Center (BDC), after-sales services, and roadside assistance.



The client's objectives were to continue boosting their growth rate, depending on a more customer-centric approach, create a more intuitive and friendly customer experience, establishing more insightful communication with their customer base. Moreover, they needed better market visibility based on reliable data.

THE CHALLENGES

The client's CX was negatively impacted essentially by high Average Response Time, while customers hoped to find escape by engaging via digital channels.

Unfortunately, their expectations weren't met as the digital channels weren't ready yet.

THE SOLUTION

Taking the challenges into account, RAYA CX embraced a 4-step approach to develop and implement a solution to the presented problems.

01. STUDY & ANALYZE

When evaluating the current level of communication and engagement, a high level of customer satisfaction (C-SAT) should be maintained even when encountering incidents and resolving them.

The Turn-Around Time (TAT) was 48 hours, and that is due to the lack of establishing a clear process and workflow to be adhered to when resolving and addressing the most common customers' problems. Also, Customer Service Agents' accessibility to the knowledge base that contained all the needed information to support customers swiftly was taken into consideration.

A. Poor Level of Engagement

Poor level of engagement and subpar online management of customers' inquiries on the client's digital channels resulted in low C-SAT scores across social media channels.

B. High Average Response Time

The client's Average Response Time on numerous digital platforms was significantly high, which negatively affected brand perception. This became apparent since customers have grown to rely on social media, with the expectation of receiving efficient support and quicker responses online.



02. DESIGN & CUSTOMIZE

RAYA CX worked on designing a customizable solution that will improve the client's CX. It had the strategy of 360-view customer experience and the omnichannel platform. Having a unified omnichannel technology enhances the customer experience, builds trust, and eventually increases sales and revenue.

Since the main 'deal breaker' for the client to accept the solution was the time of implementation, it was crucial to implement the solution in only 60 days.



03. IMPLEMENT

RAYA CX had developed a comprehensive training program for the client's Customer Service Agents to upgrade their soft skills and enrich their product knowledge while undertaking proper site auditing.

In order to build long-term relationships and create a 360-degree view of each customer, implementing the **omnichannel strategy** required changes on the client's end.

The automaker adopted a more intensive training program created by RAYA CX, along with establishing a thorough knowledge base, easing the Customer Service Agents' accessibility to the needed information to guarantee the success of the new omnichannel strategy and to have the Average Response Time and the Average Handling Time under control.

The challenges were about how to orchestrate all the efforts of building the required infrastructure, creating

the needed knowledge base to be accessible for the team with its wealth of data within a tight timeline and tight budget.

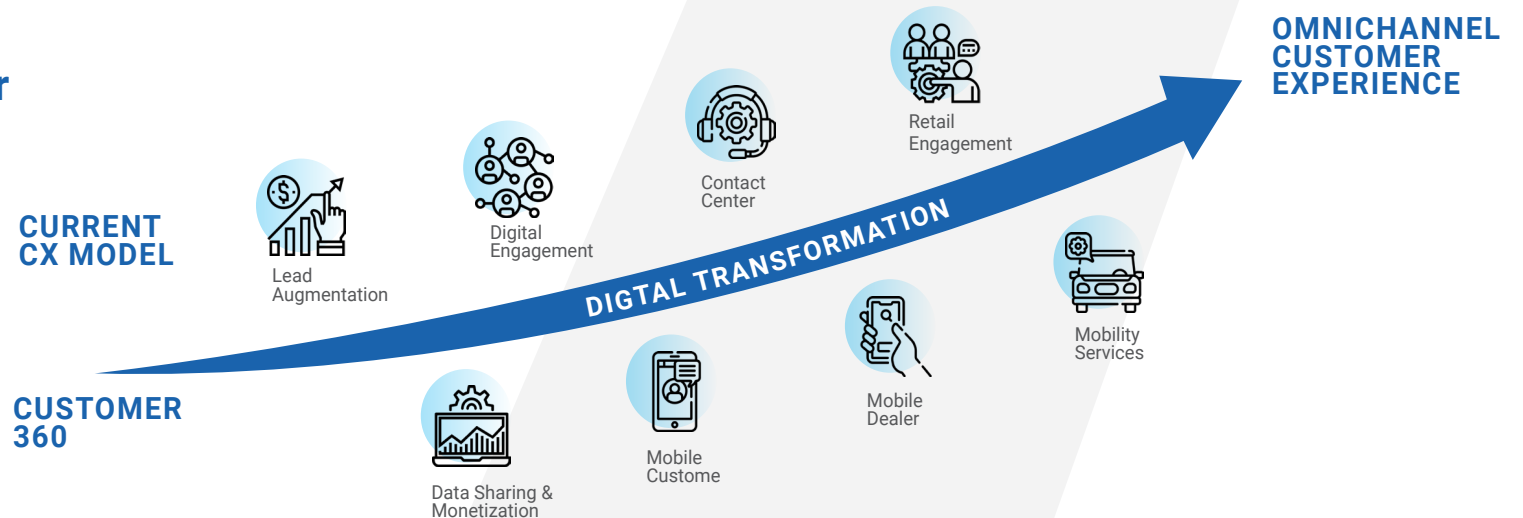
RAYA CX expedited IT and infrastructure setup along with setting up and configuring the omnichannel platform. From the website, social media channels and emails, to customer support calls, chat, and online support.

RAYA CX certified the client's CS Agents through its training program to be qualified to manage their multiple social media channels within the omnichannel platform. Additionally, RAYA CX deployed a **Social Media Monitoring tool** so that the **360-view of the customer experience becomes whole**. RAYA CX also provided an

adequate analysis of agent-customer interactions and communications on social media.

Also, RAYA CX leveraged **Automation tools** so that the client can get real-time alerts and react swiftly and efficiently depending on the customers' stage on the automotive customer journey.

Digital Transformation of Automotive Customer Experience



THE RESULTS

04. MEASURE & IMPROVE

With a far more detailed understanding of their customers' mindset on hand, the steps that the client needed to take quickly became apparent. These insights proved vital when it came to evolving their customer experience provisions.

As such, once the omnichannel solution was put into practice, our client knew exactly how to deliver on their customers' expectations, and create a trustworthy service.

The client witnessed a complete transformation of their entire customer experience cycle. Now that the client

could view its customer service from a 360-degree perspective, they had a better understanding of the voice of their customers, enabling them to map our generated analytics reports against their sales and marketing plans and do the necessary tweaks accordingly.

- The customer engagement rate rose by an exceptional 90% instead of 25%
- The C-SAT rate increased to 85% instead of 40% across all channels
- The Average Response Time for a customer's query dropped from an average of 24 hours to just 30 minutes
- The TAT dropped from 48 hours per case to only 1 hour

CLIENT'S FEEDBACK

"I really wanted to compliment your team on an exemplary performance during the testing phase. Their efforts were recognized by the global testing team. Their feedback was that the team appeared to understand the processes better than what they have experienced.

I would like to recognize the team for always remaining positive, and being incredibly flexible in these fascinating times. They have been a wonderful team to deal with, and I for one have been incredibly impressed with how accommodating and enthusiastic the team had been."

90% INSTEAD OF

25% ENGAGEMENT RATE

30 MIN INSTEAD OF

24 HOURS AVERAGE RESPONSE TIME

85% INSTEAD OF

40% C-SAT

1 HOUR INSTEAD OF

48 HOURS TAT



VERIFICATION FOR THE PROGRAM RESULTS

Certified by COPC in Feb. 2021.

The COPC standard for OSPs (formerly known as the COPC OSP standard) is a performance management system for managing customer experience operations. It offers a set of management practices and key metrics/measurements for operations that are involved in managing the customer experience through a single channel or across multiple channels.



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RAYA Customer Experience provides next-generation BPO and customer experience management on behalf of clients across various verticals. RAYA CX has been the customer experience partner and global services provider for Fortune 1000 companies in North America, Europe, the Middle East, and Africa since 2001. Delivering from the most competitive and highly skilled labor markets, RAYA CX provides an array of integrated business process outsourcing solutions supported by robust strategies, continuous improvement, and innovation.