



100 Year Old Car Dealership Needed to Improve Customer Service and Sales

Inbound Calls Answered by a Live, Friendly Voice *followed by*
Outbound Automated Dialer Calling to Improve Efficiency and Close MORE Sales

The Challenge:

After a century's worth of success and market leadership, a southwestern-based automobile dealership found themselves in unfamiliar territories. Proud of their industry leading customer service, their ownership team realized that their explosive growth caused them to slip in the area of Customer Service and Support. Due to high and unpredictable call volumes, the dealership answered customer calls through an automated messaging system. Additionally, the system only allowed customers to transfer internally to voicemail versus a live representative. Even more, because of the dealership's success and heavy customer foot traffic, new customer voicemails were not often returned for several hours, sometimes even through the next day; leading to an unacceptable customer experience.

The time had come to put customer service back at the top of the priority list; ensuring customers received a live, helpful, and friendly voice. One who could answer questions and facilitate transfers internally to the appropriate area.

Last but not least, the dealership recommitted themselves to their proactive client services and sales culture, ensuring all current and former customers (as well as new prospects) were contacted in a timely manner to communicate saving opportunities and incentive eligibility. The Sales Team was struggling to complete this customer outreach as they were often too busy with walk-in traffic and customer courtesy calls were not getting done.

The Solution:

Five Star Call Centers responded to the company's needs with a cost effective shared agent model to answer all incoming phone calls. This model afforded the dealership with world class workforce management and dynamic agent scheduling; while allowing for that personal touch with every customer interaction that had been so important in the company's 100 years of success. Inbound customer calls were now answered immediately by knowledgeable and courteous customer service representatives who were dedicated to providing world class customer care as an extension of the dealership's brand. FSCC agents also ran the company's switchboard, successfully directing each customer to the appropriate individual or department, ensuring their needs were being met in a timely fashion. Utilizing customer focused training and leveraging its experience in customer communications and implementation, FSCC was able to seamlessly facilitate the transfer of customers to the end-user, resulting in a first-contact-resolution. Gone were the days of frustrating automated systems and waiting for call backs.

Tackling improved customer satisfaction and increased customer awareness, FSCC proposed our proprietary outbound customer contact strategy to drive sales using the Client's existing CRM and

database. Scripting was designed by our team and programmed into a predictive dialer to increase calling efficiency and to track productivity. Comprehensive list management strategies were utilized to update and improve database quality and FSCC was able to integrate our technologies with the client's CRM to provide real time visibility and results.

The Results:

FSCC surpassed the client's expectations at every point.

1. Excelling at core competencies – 100 years of successful automobile sales and service was built on unsurpassed face to face customer interactions, in both service and sales. With FSCC providing world class inbound and outbound customer care (our expertise), the dealership was able to get back to focusing on their core competency – face to face sales and onsite customer service.
2. The partnership with FSCC helped the dealership to making critical changes in their phone system, properly directing and routing calls based on needs; minimizing customer hang-ups and confusion.
3. Outbound communications – through our proprietary customer contact strategy, FSCC was able to turn the dealership's new contact center solution into a profit center!
 - With a small test of 600 previous customers, FSCC brought seven new sales to the dealership. The ROI was an amazing \$100,000 in sales transactions and more than \$40,000 profit.