

INTEGRATED SUITE FOR CONTACT CENTER SOLUTION

Case Study | Customer Experience



AN INTEGRATED CUSTOMER EXPERIENCE IMPROVES B2B CONTACT CENTER EFFICIENCIES BY NEARLY 85%

Mastech InfoTrellis recently collaborated with an Auto Supply organization that serves car dealerships across the United States to streamline their contact center solution into an integrated suite with chat, email, knowledge, customer portal, and telephony capabilities.



THE BUSINESS CHALLENGE

The organization provided custom after-market options for wheels and tires that new vehicle buyers can choose from when purchasing their vehicles. Dealers included Audi, BMW, Chrysler, Dodge, Fiat, Ford, Hyundai, Infiniti, Jaguar, Jeep, Kia, Land Rover, Lexus, Mazda, Mercedes-Benz, MINI, Nissan, Ram, Scion, Toyota, Volkswagen, and Volvo.

The organization wanted to empower the Customer Service Representatives to capture incoming calls regarding order status, inventory, and product questions from staff at the car dealerships.

However, they were unable to categorize interactions, understand who was calling in, and what kind of issues they were being asked to solve. They also needed to understand better the types of inquiries from customers.



THE SOLUTION

The organization chose to streamline its contact center solution into an integrated suite with chat, email, knowledge, customer portal, and telephony capabilities. Mastech InfoTrellis integrated the solution with their ERP application so that the Customer Service Representatives could have a consolidated, holistic, 360-degree view of Orders, Account, and Delivery Schedules. The solution also integrated with a homegrown contact management solution so that representatives would not have to toggle back and forth to check two systems. The implementation was fast-tracked and was deployed within eight weeks, speaking to the flexibility and agility of the Mastech InfoTrellis team to drive results.



THE OUTCOME

- Automated a manual set of processes by allowing the Customer Service Representatives to capture and track issues. These capabilities, along with the back-office ERP data, enabled an Integrated Customer Experience, streamlining customer service operations for the organization.
- Gained insight into its relationships, improved cross sell and upsell, reduced average handling time and time to issue resolution.
- Increased the capture of requests from 5% of the calls per day to 83% calls on the first day of usage. This empowered the organization to exceed customer service expectations!