

# Unified Customer Interaction Service



**Case Study – A giant in Automobile  
Dealership**



# Background

- More than a decade into the business, with multiple branches across Bangalore this leading automobile dealer in India, has been the sought after brand over the years
- One of the largest auto dealers for Hyundai in India, the client is on a constant look out for innovative ways to improvise the way it operates to make a positive difference to the environment, economy and the community in which it operates



# Business challenge

- Sales calls weren't equally distributed between the teams within a branch and calls weren't routed to the right team(Sales, Support, Service, Insurance)
- Cost of transporting voice traffic to the right team at the right branch and the time taken to service a customer was increasing and this had direct impact on Customer service Index (CSI), which was falling
- Analysing the data from the enormous number of reports and turning them to useable knowledge to improve operations was getting difficult by the day

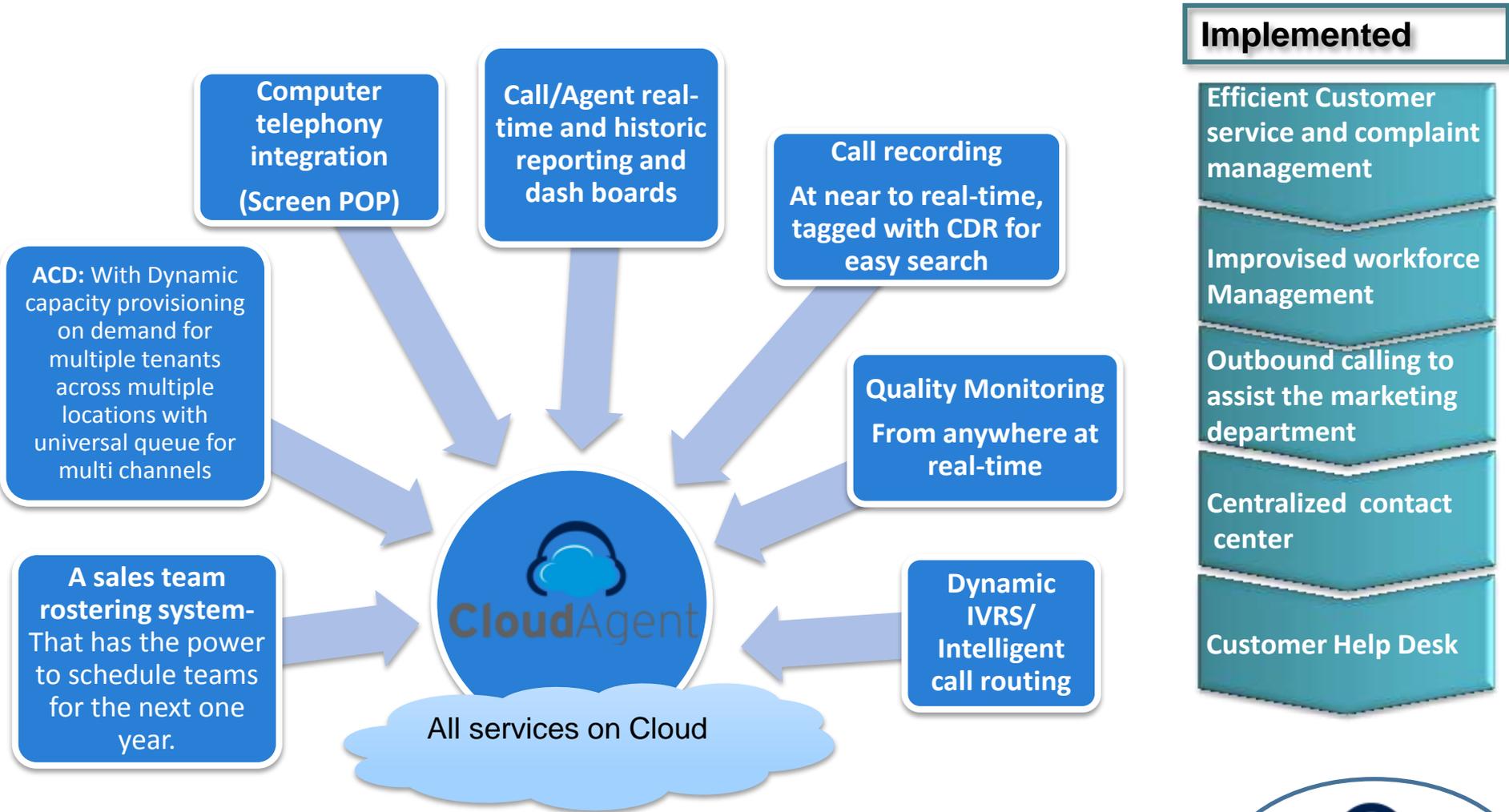


# Need of the hour!

- An effective business communication management process that ensures customers are able to reach the right branch and right team through a self-service IVR
- Integration of the dealer branch network to improve the quality of end customer experience
- An infrastructure that enables the effective flow of information to and from dealer's branches that can enable motor companies to paint a complete picture of their customers, in turn increase market share



# The Solution



# Results

Equal distribution of leads on the phone to the sales teams thus ensuring equal opportunity to sell

Revolutionized the way the client's call center staff are managed and incentivized, ensuring improved employee satisfaction and decreased agent attrition rate

Noticeable effect on first-call resolution and speed to case closure

Faster time to resolve issues and consistent levels of service

Closely aligned their end customer service strategy with their business strategy.

## Key benefits:

- ✓ *Centralized administration of all call center activities*
- ✓ *Improved customer service*
- ✓ *> 95% calls answered*
- ✓ *Overall improvement in efficiency by 50%*
- ✓ *Improved relationships between the dealers and the Customer*
- ✓ *Reduced customer support costs*
- ✓ *Improved revenues*



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# About Ozonetel

- Ozonetel is a leading provider of Cloud Telephony services in India, specializing in Unified communications space and cloud contact center space through its solutions BizPhone, Cloud Agent and Kookoo. Ozonetel provides Consulting, Integration, Implementation, Support and Training services in the Contact center space. To know more visit [www.ozonetel.com](http://www.ozonetel.com)
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