Automotive case study

Automotive leader drives 46% C-SAT surge in four months

CLIENT PROFILE

Setting the pace for post-sale care in the APAC automotive landscape

A leading automotive manufacturer serving customers across the Asia Pacific region, the company deliver after-sales, care, and technical support to millions of drivers. Known for its innovation and customer focus, the brand partnered with TP to transform everyday interactions into powerful insights, enabling teams to respond faster, personalize experiences, and strengthen loyalty across every channel.

BUSINESS CHALLENGES

High data volume, low visibility, missed loyalty

In today's fast-moving automotive market, customer expectations are higher than ever. The client's service teams managed thousands of calls, emails, and digital messages daily, but with quality monitoring covering only a small part of interactions, leaders lacked visibility into what truly shaped customer satisfaction. This limited their ability to:

Protect loyalty
Service interactions needed to be faster and more consistent to strengthen trust.

Improve visibility into customer insights
Limited Voice of the Customer (VoC) insights made it harder to understand preferences and upsell new services or models.

Untap opportunities for growth
Without clear data, the company struggled to retain customers and identify upselling opportunities.

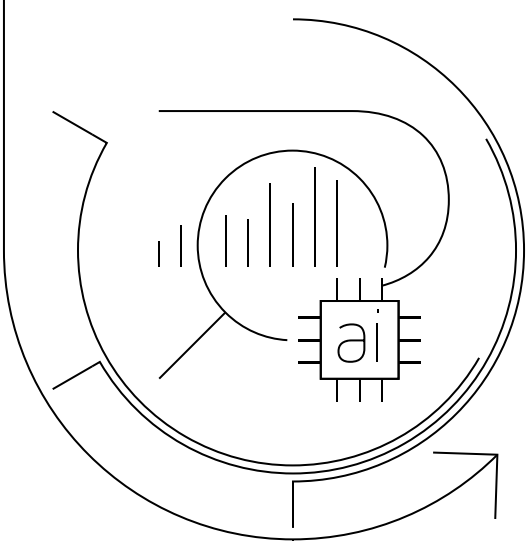
SOLUTIONS IMPLEMENTED

AI-driven analytics turned every conversation into insight

The turning point came with the TP AI-powered analytics solution, which gave the client a clear view into every customer conversation. By capturing calls, emails, and messages in real-time, it uncovered what mattered most to customers: their needs, emotions, and the moments that shaped their experience. With these insights, TP and the client reimagined how support was delivered to build trust and loyalty.

Turning conversations into insights
Every interaction was analyzed to surface near real-time feedback on customer expectations, sentiment, and satisfaction drivers.

Boosting quality at scale
Automated Quality Assurance (QA) moved monitoring from a handful of calls to broad coverage, giving leaders instant visibility and enabling faster, data-driven improvements.



Elevating customer-first experiences
Insights powered smarter coaching and protocol changes, helping experts deliver support that felt more personal, consistent, and responsive.

REAL RESULTS

Listening at scale, delivering service that leads

By combining AI-driven insights with expert enablement, TP gave the client the ability to listen on a scale, act on customer needs in real-time, and transform service delivery. The result: higher satisfaction, stronger loyalty, and a more resilient business ready to meet future expectations.

46%
INCREASE IN NPS

14%
BOOST IN C-SAT

25x
EXPANSION IN QA MONITORING COVERAGE

90%
SPEECH-TO-TEXT ACCURACY

5%
RISE IN CUSTOMER CONTACT SUCCESS RATE

Period analyzed: 4 months.