



E-book

Driving lifelong loyalty
for a German luxury
automaker

Business Challenges

As a result of technology innovation, vehicle connectivity and evolving customer expectations are shaping the future of the automotive space. Automakers with the digital and operational sophistication to understand their customers are now better equipped to adapt their products and processes to create technologically advanced, connected vehicles.

However, the customers' connection with their cars does not end when they close their car doors. The technologies that allow them to stay connected while traveling are also abundantly available outside of the vehicle. Creating the right contact channels and customer experience journey, therefore, has become as important as the experience on the road.

There are two factors to consider regarding today's automotive customer service experience:

1. Many service functionalities can be accessed directly from smartphones and other mobile devices.
2. Digital-first customers want an immediate resolution to their questions or problems.

With these in mind, one leading German automaker identified the need **to serve its customers from a single point of contact**, which means having easily understandable solutions that would allow customers to figure out their connected services effortlessly and have their issues addressed immediately — even those that require the most advanced, technical support. Further, the company also recognized the need **to consolidate the customer verification process**, in relation to different legal requirements concerning data protection in Europe, across 18 countries, in different languages.

For this luxury brand, these challenges mean a complete transformation of its customer service, aligned with its vision of connectivity, to support its customers quickly, efficiently, and at any time of the day — on or off the road.



Solutions Delivered

With more than four decades of deep, industry-specific expertise and service innovation, Teleperformance earned the automaker's trust and business in 2018.

To help them steer the customer journey in the right direction and accelerate the connected experience, Teleperformance created a centralized European solution and now manages the contact centers of 16 European countries from one multilingual hub. The main pillars of the solution drive **complete digital transformation to address the needs of connected customers**. Apart from broadening the traditional customer service channels and transforming them into seamless, omnichannel customer experience solutions (voice, email, chat, and video call), Teleperformance introduced innovative tools powered by the latest technologies:

- 1. Intelligent Automation** – An artificial-intelligence-supported chatbot that serves as a virtual assistant for agents
- 2. Web Calendar** – A call booking system for customer callbacks and better workload management
- 3. Smart Video Assistant** – A complete reimagining of customer support service, wherein agents can help customers remotely, with the solution taking over the smartphone camera of the customer

Operational Overview

16+ Countries
10+ Languages
160+ Employees

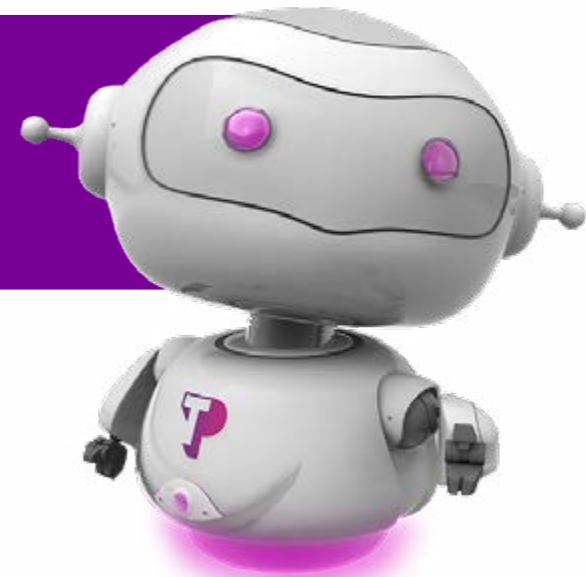
Tier 1 and Tier 2 Technical Support
via Voice, Email, Chat,
Remote Visual Assistance

Customer verification, data protection notice, and customer service are delivered in the customer's preferred language.

The AI Chatbot

This is a smart assistant tool helps agents with processes and troubleshooting steps using Natural Language Processing (NLP) and conversational artificial intelligence (AI). Built on AI and machine learning (ML) processes, it categorizes customer issues, where the most frequent ones are proactively displayed. That way, the agent is only involved when more complex problems occur. The AI chatbot is available 24/7 and can assist multiple agents at the same time.

- Reduces the time and cost required for floor-walking
- Improves key performance indicators (Customer Satisfaction, First Call Resolution, Average Handle Time)



Web Calendar

This call booking system allows customers to select a convenient time and day to receive a call from an agent. It also puts the agents' idle time to good use by offering the customers timeslots with less traffic volume. With interactions scheduled in advance, agents can manage their workload more effectively.

- Improves the customer experience
- Allows effective planning of human resources, contributing to cost-efficiency



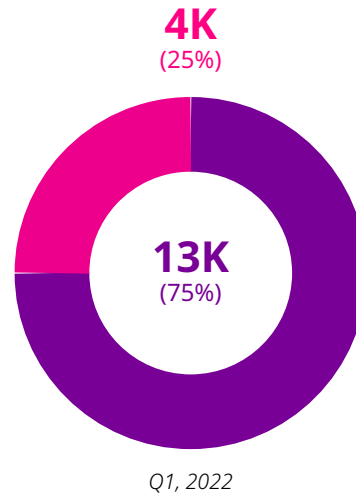
Smart Visual Assistant

Real-time, connected solution even for more complex technical issues

A remote support platform, Video Assistant bridges the visual communication gap between customers and agents, enabling customers to receive real-time assistance and solutions using their smartphone cameras.

For something as complicated as a car's interface, the service support agent must be able to visually examine the vehicle to make an appropriate diagnosis and recommendation. Unique, efficient, and innovative, Video Assistant allows customers to show, not just tell, agents their technical issues and receive the help they need.

- Fast implementation (1-2 weeks)
- Increases first contact resolution (FCR)
- Optimizes the total cost of ownership with fewer repeated calls and/or multichannel repetition
- Customer experience improvement, with increased customer satisfaction (CSAT)
- Improvement of the client's digital presence



Surveys	Video Visual Assistance Surveys
13K	4K+
CSAT	Smart Visual Assistance CSAT
90%	96%
DSAT	Smart Visual Assistance DSAT
62%	2.3%
RR	Smart Visual Assistance RR
47%	72%
FCR	Smart Visual Assistance FCR
49%	62%
AHT	Smart Visual Assistance AHT
11.4 mins.	18.6 mins.

Turbocharged Results

Our solutions provide first-level resolution to most customer issues: The customers don't need to go to the dealership/importer with a detailed ticket. And because the service is 24/7, it is easy to increase customer satisfaction. Customers usually report issues beyond the 9 am to 5 pm work hours. Further, there is a proactive transmission of information to the dealership. For example, when there is a software update, our CRM system can proactively send information to the dealership, and the dealership can make a proactive service booking for the customer.

Meaningful insights into the customer journey are drawn through data analytics: Leveraging the quality assurance and insights enabled by Teleperformance's automated tools, we have created feedback loops, problem categorization, and continuous process evaluation and quality checks. As a result, first contact resolution has been much quicker, while customer touchpoints have decreased.

Increased customer satisfaction: If the issue can't be resolved during the first contact, we proactively contact the customers and inform them about the next touchpoint. This is one of the main drivers of increased customer satisfaction.



Customer Satisfaction



Service Level



Average Handle Time

Targets were consistently met across the project on main key performance indicators.

Connected Cars for a Connected Experience

Although engineering capabilities such as superior driving performance and reliability are qualities that still matter among car manufacturers, they are now merely table stakes. Product and manufacturing process innovations and connected technologies have created parity across many traditional attributes that differentiate vehicles. As a result, consumers now have more equally competitive options and, consequently, different expectations from their automotive experience, both inside and outside their cars.

Simply put, the new battleground is customer experience — connected, uncomplicated, convenient. With many customers preferring the convenience and immediacy of digital interactions and a consistent and seamless experience across channels, incumbents, whose traditional customer experience model revolves around key product differentiators and is fueled by a transactional relationship, must commit to customer-centric support innovations to create a long-lasting brand connection with their customers.

This automaker's partnership with Teleperformance stems from its desire to transform its role as a mere mobility provider into a long-term partner to its customers. And this involves seeing the relationship through the customers' eyes and making their experience as consistent and continuous as possible throughout their vehicle ownership life cycle.

With an extensive and proven track record in making each interaction matter across all industries and regions, Teleperformance is well-positioned to support automotive clients in delivering more intelligent and integrated customer experiences balanced with human understanding and empathy — the new key to automotive success.



