



# Driving innovation in the auto industry

Human-centric solutions  
for the real world

## About the client

The client has established itself as a global pioneer in automotive engineering, crafting vehicles renowned for their exceptional quality and earning the trust of drivers worldwide.

## Business challenges

Fragmented customer  
service processes

Delays in response times

Inconsistencies in  
multi-channel support

This global, leading brand wanted to deliver personalized, seamless experiences throughout every stage of the customer journey—from purchasing a vehicle to ownership. At the same time, they sought to enhance operational efficiency across multiple global markets, ensuring a smoother, more connected experience for customers everywhere.

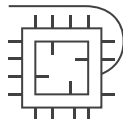
## The solutions

They sought a partner who understood technology, human connection, and the emotional intelligence (EI) essential to building customer relationships.



### Unified, multilingual customer support

TP Power Steering was implemented to deliver context-based, AI-generated responses to customer inquiries, in their native language, ensuring greater response consistency and quality.



### AI-powered efficiency, human-focused connections

TP leveraged AI-driven tools to optimize operations, resolve repetitive inquiries, and accelerate response times—all while prioritizing a human-first approach.



### Proactive data utilization

Advanced analytics allowed them to transform customer data into actionable insights, identifying pain points and patterns to address issues proactively.

**By integrating advanced tools with human touchpoints, this auto maker is able to deliver a seamless blend of digital efficiency and genuine empathy, setting the standard for top-tier service.**

## Real results

This partnership with TP delivered transformational results, driving meaningful change and measurable success. Key results included:

40%

FASTER RESPONSE TIMES  
ENABLED BY AI-DRIVEN  
EFFICIENCIES

28%

INCREASE IN CUSTOMER  
SATISFACTION (C-SAT)

22%

OVERALL REDUCTION  
IN SERVICE COSTS