



# Driving lifelong loyalty through connected customer experience

Case study

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Driving life-long loyalty through connected customer experiences

## Client profile

A renowned global automotive manufacturer is recognized for its luxury vehicles, and operates multiple production facilities worldwide, upholding consistent quality standards across all locations. With a focus on innovation and technological advancement, the company has developed a strategic agenda that emphasizes product development, cutting-edge technologies, and expanding its presence in key markets such as Asia and North America. This forward-thinking approach highlights its commitment to maintaining a leadership position in the industry.

## Industry

Automotive

## Footprint

The expansive network of this global automotive manufacturer includes multiple production sites across various countries. With a presence in Europe, Asia, and the Americas, the company also operates through its parent company's network, producing vehicles in several international locations. Supported by a workforce of over 87,000 employees worldwide, each production site is committed to maintaining exceptional standards of quality, efficiency, and environmental responsibility.





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## Business challenges

As a result of technological 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. The client, for instance, offers a full suite of hyperconnectivity features, including roadside assistance calling, traffic reports, access to points of interest, as well as remote access and control of services via an app to make every ride the best it can be.

However, 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 (CX) 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, the client 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 continuously optimizes its verification processes and adapts them to customer needs with the help of artificial intelligence (AI) technologies.

For the client, 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.







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## Solutions delivered

With more than four decades of deep, industry-specific expertise and service innovation, TP was awarded the project in 2018.

To help the client steer the customer journey in the right direction and accelerate the connected experience, TP created a centralized European solution and now manages the contact centers of 18 European countries from one multilingual hub, plus second-level support for additional markets. 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), TP introduced innovative tools powered by the latest technologies:



**WEB CALENDAR** – A call booking system for customer callbacks and better workload management



**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

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

### OPERATIONAL OVERVIEW

The client and TP in Greece collaborate in operations, leveraging each other's strengths and expertise.

**TIER 1:** Supports 16 markets

**TIER 2:** Supports additional markets worldwide

**SUPPORT CHANNELS:** Voice, email, chat, remote visual assistance, social media

**LANGUAGES:** 12

**FULL-TIME EMPLOYEES (FTES):** 207





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## 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 CX



Allows effective planning of human resources, contributing to cost efficiency

Welcome! Our team will be pleased to help you with any questions you may have.  
Please fill out the following form and we will contact you by phone at the requested time.

Language	<div>Choose Language</div>
Email	<div></div>
Lastname	<div></div>
Firstname	<div></div>
Phone	<div>+32</div> <div></div>
Vin Number	<div></div>
Date	<div></div>
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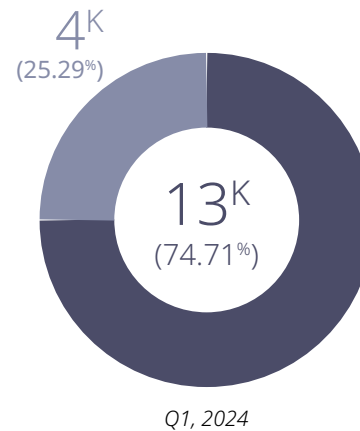
## Smart Visual Assistant

### REAL-TIME, CONNECTED SOLUTION EVEN FOR MORE COMPLEX TECHNICAL ISSUES

Smart visual assistant (SVA), a remote support platform, 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, SVA allows customers to show, not just tell, agents their technical issues and receive the help they need.

- Enables fast implementation (1-2 weeks)
- Increases first call resolution (FCR)
- Optimizes the total cost of ownership with fewer repeated calls and/or multichannel repetition
- Improves CX, with increased customer satisfaction (C-SAT)
- Improves client's digital presence



Surveys	SVA Surveys
20K	13K
C-SAT	SVA C-SAT
96%	98%
CUSTOMER DISSATISFACTION (D-SAT)	SVA D-SAT
2%	1%
RR	SVA RR
39%	69%
FCR	SVA FCR
58%	73%



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## Turbocharged results

OUR SOLUTIONS PROVIDE FIRST-LEVEL RESOLUTION TO MOST CUSTOMER ISSUES:

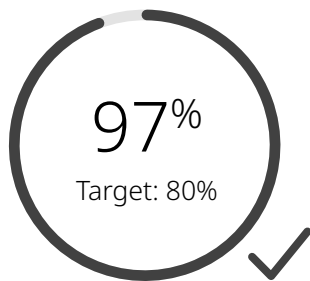
The customers don't need to go to the dealership/importer with a detailed ticket. And because the service is 24/7, it is easy to increase CX. Customers usually report issues beyond the 9 a.m. to 5 p.m. work hours. Further, there is a proactive transmission of information to the dealership. For example, 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:

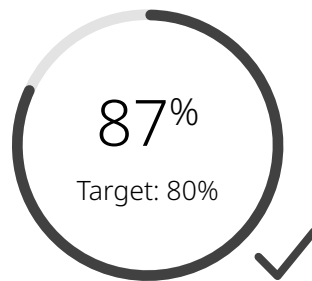
Leveraging the quality assurance and insights enabled by TP's automated tools, we have created feedback loops, problem categorization, and continuous process evaluation and quality checks. As a result, FCR has been much quicker, while customer touchpoints have decreased.

INCREASED C-SAT:

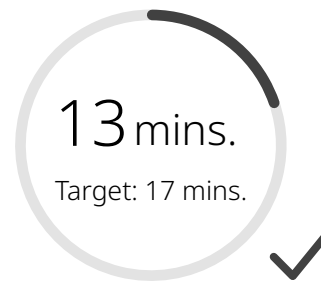
If the issue can't be resolved during the first contact, we proactively contact the customers and inform them about the next touchpoint. This is one of the main drivers of increased customer satisfaction.



C-SAT



SERVICE LEVEL



AVERAGE HANDLE TIME (AHT)

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



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## 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 CX — 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.

The client's partnership with TP 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 of making each interaction matter across all industries and regions, TP is well-positioned to support the client in delivering more intelligent and integrated customer experiences balanced with human understanding and empathy — the new key to automotive success.





