



E-book

# European Auto Maker Boosts Customer Loyalty by Elevating Agent Brand Immersion







### **Customer profile:**

An automobile manufacturing group headquartered in France that has sold more than three million vehicles since it was established more than 100 years ago.



### **Sector:**

Automotive



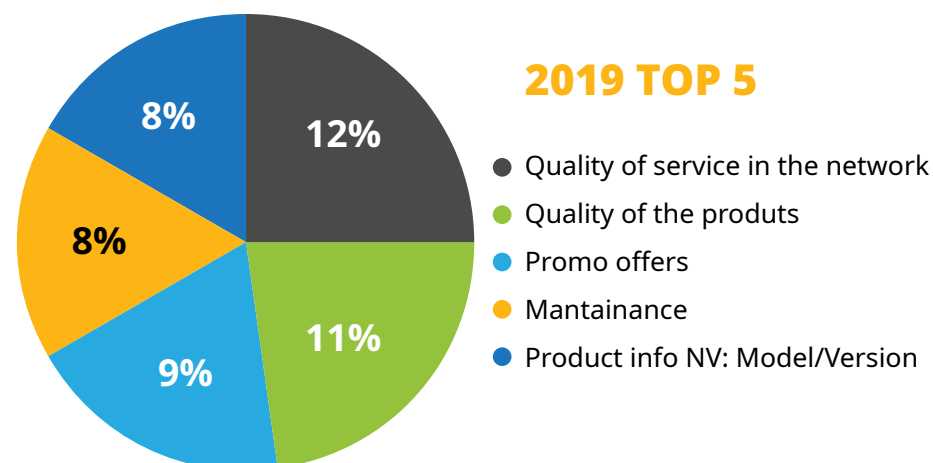
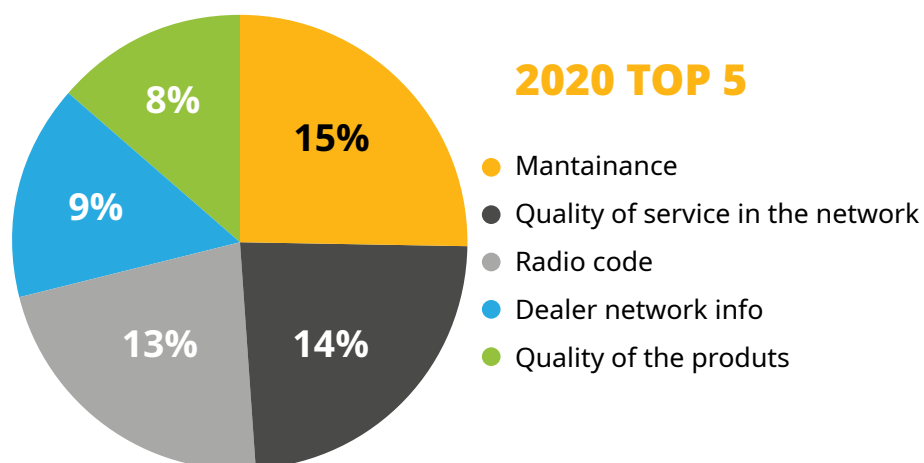
### **Footprint:**

This leading auto manufacturer has an expanded presence throughout Europe, America, and Asia.



## Business challenges

For more than 120 years, this innovative client has developed automotive solutions that make mobility easy and accessible for customers worldwide. To maintain its pole position and ensure enduring success in a highly competitive landscape, they needed to level up its Customer Care Center performance to strengthen its relationship with its clients and boost their loyalty. This meant addressing different front-office requests more efficiently and effectively.



To continue to delight clients and ensure satisfaction, the client required support in its global goal of building a unique customer care team of professionals who fully associate themselves with the brand, with complete immersion in the company's processes.

### Solutions Delivered

In January 2021, Teleperformance initiated the client's Customer Care Center Training Program by first organizing the challenges encountered by the agents with the brand, followed by a two-pronged training initiative: 1. New Agent Training; 2. Continuous Training and Coaching.

Overall, the program is a combination of process immersion and skills training:



- **5-day training on the client's call center processes**
- **Coaching**
- **Feedback after quarterly monitoring**
- **Monthly written test**

- **Communication skills**
- **Working with complex clients**
- **Telephone negotiation**
- **Communication with a "special" client**

If an agent doesn't meet performance goals, they are further assessed on the following:

- Knowledge of project
- Ability to make a written client-oriented response
- Ability to search for missing information at the request of the client (orientation in project materials, ability to use the knowledge base)
- Attentiveness, developed vocabulary, behavior in a stressful situation

### New Agent Training

There is a five-day skill, process, and brand training, including a visit to the dealership to ensure that agents are truly capable of carrying out their duties and are fully immersed in the brand.

- Day 1:** General information about client and its product lines; website navigation
- Day 2:** Communication skills and client language; lead generation
- Day 3:** Customer care center procedures
- Day 4:** Internship in a call center with a mentor
- Day 5:** Test, trial calls, email, chat, analysis of competition

The final selection of agents for the Customer Care Center is dependent on individual training outcomes.

Those who made the cut had the opportunity to visit the client's dealership during their first week of official employment for further training, including a deep dive into the customer journey and a thorough inspection of each car.



## Continuous Training and Coaching

To ensure consistent and outstanding agent performance, agents undergo continuous training and coaching:

### 1. Regular educational webinars and project orientation

#### MS Teams

- Communication skills
- Short product information

#### R-Learning

- New models

#### Knowledge Base

- Project information

### 2. Test driving of new models

### 3. Assessment via Teleperformance's internal program

## Brand Immersion Yields Outstanding Results

**Leads have increased by 9%** since project inception.

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
14.70%	15.80%	18.30%	19.20%	23.13%	19.85%	21.15%	23.80%	24.57%	24.30%	25.09%	23.70%

**Attrition rate mostly moved sideways** despite the pandemic. We were able to keep our staff even in the most challenging moments, demonstrating our resilience in times of crisis.

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
0.00%	4.80%	8.70%	8.70%	4.80%	4.50%	4.50%	8.70%	4.00%	0.00%	0.00%	4.30%



## Average handle time (AHT) has consistently surpassed the target.

A speech-to-text solution was implemented in the seventh week, reducing manual labor by 26%.

### Knowledge base expansion,

with 360 new articles in 2021. This simplified troubleshooting and general how-to support questions, enhanced contract and other approval processes, policies, trademarks, and registrations, standardized answers, and bolstered training/onboarding.

### 83% project E-SAT

in 2021

### 92% E-SAT

in the 2021 Great Place to Work survey

AHT		Target: <=8								
Agent	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10
Agent		8.96	7.49	7.90	8.53	8.33	6.47			
Agent				7.03	10.05	8.07	6.75	7.97	7.65	8.06
Agent	9.42	8.04	8.10	8.58	7.65	7.33	6.91	6.42	4.25	7.49
Agent	6.83	7.15	6.01		8.95	5.61	7.10	5.08	6.38	4.41
Agent	7.18	7.70	5.69	9.32	7.13	7.89	7.48	8.03	6.20	7.16
Agent	6.78	6.46	6.67	5.00	6.90	6.05	6.64	6.98	3.75	4.82
Agent	7.53	11.34	8.35	7.20		8.44	7.43	7.70	8.12	5.66
Agent	11.33	8.65	12.94	12.57	8.25	8.27	6.77		8.73	6.17
Agent	10.95	11.07	11.03	11.47	10.02	8.63	8.50	8.30	7.53	6.03
Agent				7.73	7.68	6.80	6.70	6.80	5.25	5.47
Agent				11.38	12.43		8.73	7.45	7.42	7.43
Agent	7.62	6.39	6.10	5.52	6.05			7.53	5.68	4.38
Agent	10.87	10.39	10.30	9.32	9.58	9.02	9.50	9.00	8.37	7.76
Agent	9.12	9.92	9.54	8.43	9.22	8.53	7.39	7.85	6.92	7.04
Agent	9.23	0.00	0.00	10.65	10.00	8.99	9.33	7.42	7.57	6.27
Agent				10.95	8.08	7.68	7.65	7.23	6.67	6.60
Agent	8.60	0.00	0.00	8.05	7.43	6.76	6.94	6.75	5.68	6.67
Agent	8.83	7.56	8.90	6.93	8.33	7.20	6.73	6.80	6.95	5.61
Agent								6.10	5.63	4.98
Agent								7.53	6.35	5.81
<b>Total</b>	<b>9.05</b>		<b>8.98</b>	<b>9.05</b>	<b>8.47</b>	<b>7.97</b>	<b>7.61</b>	<b>7.62</b>	<b>7.02</b>	<b>6.37</b>



## The Driving Force of Success

Since 2017, this client has trusted Teleperformance to ensure that their customer interactions uphold their brand promise. The consistency that comes from skilled and knowledgeable agents makes this automotive brand recognizable and reliable to its customers. And nothing is more integral to customer trust, satisfaction, and loyalty than reliability.

As a people-focused organization, we firmly believe that continuously motivating, engaging, and training team members lead to lower turnover and a happier, more productive workforce that continues to advocate for our company and our clients.



