

Advantage Communications helps one of the world's fastest growing automobile companies. improve the customer service experience through an innovative Quality Assurance Program

ONE OF THE WORLD'S FASTEST GROWING AUTOMOBILE COMPANIES.

AUTOMOBILE SUPPLIER

Since its inception in Canada in 1983, this company has been known for building affordable cars that offer great value.

It is the fifth-largest automobile supplier in the world.

The company produces about 3.9 million vehicles per year and sells in 186 countries

SITUATION

The company vehicles are distributed throughout Canada and are sold and serviced through 210 dealerships nationwide.

They identified the need for measurable quality processes for their customer interactions. They were utilizing a small internal contact centre but had no formal quality assurance process in place. They were missing the tools necessary to properly score agents' work and recognize opportunities for improvement.

With such a vast network of dealerships across the country, ensuring that the end customers are receiving the best possible experience when calling a dealership's service centre for after-sales service can be daunting. In addition to that, The company dealerships are independent of the corporate office, so with each dealership principal having their own business practices, it can be challenging for the corporate office (who authorizes these dealerships to sell their brand) to deliver a neutral opinion when introducing quality assurance measurements.





Initially, the company hired Advantage Communications Inc. (ACI) to audit their correspondence emails between the customer service team and their clients. The quality monitoring relationship with the company, later grew to include auditing their parts and distribution centre and mystery shopping.

Based on previous experience in the automotive vertical, combined with the quality assurance monitoring processes utilized internally, ACI was able to offer a complete solution that assessed and reported on the interactions and allowed for suggestions and a valuable perspective.

ACI'S KEY OBJECTIVE

Deliver an effective solution to the client so that they could make significant and noticeable improvements to their final product.

SOLUTION

To implement this program, ACI worked closely with department managers to analyze their specific needs. They then developed forms and criteria that were measurable and would benefit the agents during coaching to help them reach their potential.

At the beginning, one full-time employee was dedicated to the company's audit project. Once the project expanded, an exclusive team of agents were selected based on the company's need for a unique and reliable perspective on evaluations.

With the expansion of the project, ACI needed to address the need with additional auditors, alternative data storage and reporting solutions and processes to keep everything running smoothly and seamlessly. ACI did this by initiating testing for the interested candidates (to ensure consistency in quality standards), developing a customized solution with in-house quality assurance software, and developing a process to manage the project each month.

“Advantage Communications worked with me to offer a program that is unique to our business requirements. They have collaborated and provided insight to deliver the best product for our company”

Customer Relations Manager

RESULTS

What began with the intention of being a “foot-in-the-door” scenario, to establish a relationship with a large and renowned brand, has become a successful, long-term relationship. ACI is the resource that the company turns to for quality and “outside-of-the-box” solutions, which is how the project has expanded from only email correspondence to the present variety of email, phone, and mystery shopping across multiple departments and nationwide dealerships.

Original mystery shopping results were presented to Regional Management and based on the positive feedback of the program, they chose to expand the program nationally.

Agent quality averages have improved significantly from the time ACI initiated the quality assurance program. Monthly averages started out at 85% (below passing) and in a little over 6 months averages were 95% (above passing). This has resulted in an improved customer experience for their end users.

Measurable values and coaching procedures were put in place to allow for career pathing and development of their customer service agents.

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