

CLIENT CASE STUDY: AUTOMOBILE MARKETING COMPANY

This automotive marketing company was able to drive operational efficiency, enhance customer satisfaction, improve their SEO score (search engine optimization) and on-line presence through EMS' live customer satisfaction surveys. With the help of EMS, the client **increased website exposure by 210%**. EMS also implemented and completed the project **26% below budgeted dollars**, while **exceeding increased exposure goals by over 80%**.



THE CHALLENGE

A large automotive dealership with more than 20 brands and 50+ locations in the western United States was looking to improve their on-line presence. The company identified the need to leverage their customer's experiences and their strong company beliefs of taking care of their customers. The company needed a partner that could aid in script design, develop and deliver effective email communications and reach out to their customer base to document their customer's experience via social media.

Focus on Customer Satisfaction

The focus was to identify key improvement opportunities to increase company exposure and customer satisfaction. The agents were tasked with documenting and posting customers' experiences to the company's social media platforms.

OUR SOLUTION

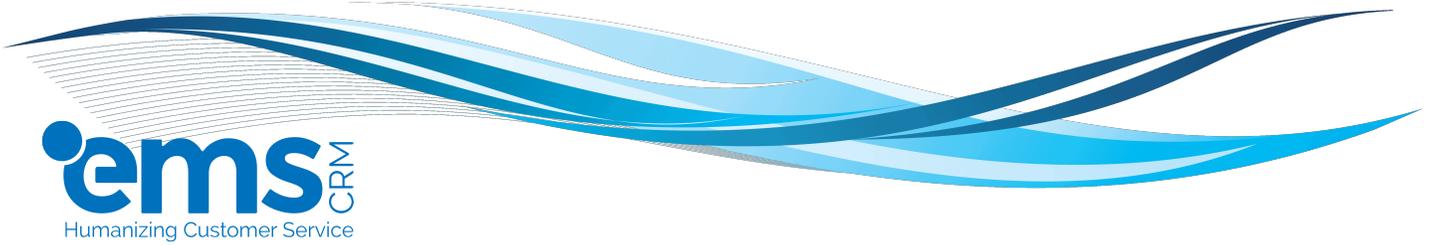
EMS implemented a professional team of outbound and inbound live agents dedicated to the client. These agents were certified to make outbound customer service calls and were thoroughly trained to handle inbound customer interactions. Leveraging the best in class contact center management suite, EMS was able to handle both email and phone support through one consolidated platform with real-time workforce management and reporting. The company's team was equipped with EMS' Proprietary CRM, a complete customer relationship management (CRM) tool used to track customer responses, escalate issues, and generate reports on all captured data. As part of the CRM, and in addition to custom developed agent training, EMS also built an email response program to aid in the solicitation of customer responses, which is an effective tool available if the agent was not able to reach the customer via phone.

IMPLEMENTATION

EMS worked diligently to meet and exceed the client's timelines and expectations. EMS effectively focused on agent recruitment, training and development, agent scripting, processes, and customization of the CRM. Agents with excellent verbal and written communication skills and experience in the automotive industry, who could easily navigate Interaction and CRM tools, were successfully selected and trained as experts on behalf of the company. Professional training was centered on product mastery, soft skills, and customer management. In addition, outbound and inbound phone and email interactions required different strategies. The client relied on EMS to identify and deliver best practices. EMS' expert team developed optimized email and phone scripts and service techniques to ensure that agents were properly equipped to proactively handle customer surveys, support inquiries, and represent the company's brand.

About the Client

This automobile marketing company is a leading online destination aiding car shoppers and owners in navigating the process of car ownership. They are a pioneer in automotive classifieds; the company has evolved into one of the largest digital automotive platforms, connecting consumers with local dealers across the country anytime, anywhere.



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RESULTS

Our client successfully achieved their objectives through EMS' turnkey solution by implementing a scalable program that extended results across multiple channels.

Increased Website exposure via Customer Experience surveys: EMS enabled the company to increase customer feedback on their websites by over 210%.

Improved processes resulting in decreased budgeted expenses: EMS was able to implement and complete the project 26% below budgeted dollars while exceeding increased exposure goals by over 80%.

ABOUT EMS CRM

EMS, Inc. provides complete customer contact services for businesses of every kind including inbound customer service, technical support, and hospitality solutions. We provide your end users with the outstanding service they desire. Customer acquisition and retention are essential to an organization's success. That's what we specialize in: superior customer experiences. EMS focuses on customizing support solutions for programs of any size and complexity. This flexibility and customization allows for the continued success of the support programs. When a solution is built for you instead of altering your program to fit a solution, the results are significantly greater.