

### **Automotive Company**

This Automotive Company was an internet-based automotive membership club. The first of the J.D. Powers clubs, this automotive company helps vehicle owners shop for new and used vehicles, facilitates the selection of financing and insurance options and provides sources and savings for vehicle maintenance.

### **Challenges**

#### *Explosive Growth and Incorporating Leading Edge Technology*

The automotive company needed an outsource partner that could keep up with their development, not only in membership growth but incorporating their technological advances. In the dot-com world, it was essential that their members be able to communicate to member service advocates (MSAs) through various electronic media, while managing the growth in their membership of over 750% within 8 months.

### **Solution**

#### *Multiple Contact "Touch Points," Personalized Service and Active Partnering*

This automotive company did not feel that they were getting the kind of responsiveness or quality of service they needed from their previous outsourcer. In order to provide the level of conversation their members expected, the company demanded that advocates connect first with their callers as people. Rather than reading directly from a script, our agents needed to focus on the person before talking about a product or solving a problem. It was essential that they understand the reason for the call before they could understand the solution.

Once IRT had been selected, circumstances necessitated a rapid implementation schedule. IRT was up to the challenge and responded by cutting our program launch time from 8 weeks to 4 weeks.

IRT worked with this automotive company to create a profile of a Member Service Advocate (MSA) who had not only exceptional customer service skills, but an understanding and facility with the worldwide web. These agents were screened, trained and certified based on their quick and accurate keyboarding, their skills in creative and business writing and their proper use of punctuation and grammar. Our MSAs put their energy and enthusiasm into action, communicating with the client's members through voice, e-mails, live web chat, and collaborative website browsing. We established routing logic both within the call center and within the client's carrier's network to facilitate skills-based routing and specialized handling of inbound volume. We selected "best of breed" technological partners to support the increased functionality.

### **Result**

#### **Long-term Business Partnership**

By understanding their needs, objectives and customers, we became a trusted extension of the organization; in effect, an R&D arm of this automotive company.

- We developed a new front-end processing system utilizing a pure Oracle database.
- We recommended technical solutions to take costs out of the contact center.
- We assisted in the testing of leading edge technologies, including a Global Positioning System that assists their members when they are lost or need directions.

IRT's commitment and dedication to our Automotive Company partnership certainly paid off. Targeted training has improved sales techniques, and increased conversion rates. Increased efficiencies and a focus on first call resolution lowered carclub's costs while enhancing customer satisfaction and loyalty. Our proactive program management, skilled agents, leading edge technology and solution-focused team yielded several successes for the automotive company:

- Conversion rate increase of 30% in first six months
- Conversion rate 10% over the automotive company's goal
- Membership growth of 750%
- Call Volume increased 450%
- Average talk time reduced by 23%
- Cost per member reduced 70%