



It's not all about the metal! CX is key to success.

Automotive eBook
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Introduction



For most of us, buying a car is one of the most expensive items we'll own, after a house. You don't generally wake up in the morning and decide to invest in such a big-ticket item that evening, it takes a lot of thought.

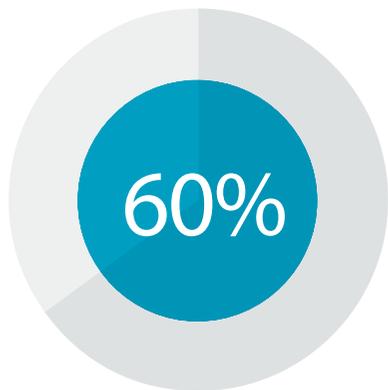
In the connected world we live in, here, as with most purchases, the decision is made online. A poll conducted by AutoTrader.com found that 75% of the time that consumers spent buying a car was spent online and it doesn't stop there.

Automotive shoppers are increasingly spending more time in digital channels, leaving reviews and giving feedback about their customer experience.

In a competitive marketplace, where its audience are using the internet as a research tool, to guide their decisions and use it as a platform to share experience, it's time for the sector to stay engaged and see customer experience as a key to success within the automotive industry.

In this eBook, we look at how customer experience can be improved with both consumers and the commercial vehicle sector.

All about the data



of Forbes respondents turn to data in order to improve customer service.

In today's information intensive environment, auto makers and dealerships need to continue to use data to understand the needs and desires, as well as the journey of their customers. This isn't anything new as customer journeys have been monitored by marketing teams for years.

Forbes Insights and SAS state that “automotive businesses are taking the lead in embracing data and predictive analytics to enhance the customer experience”.

CRM is one of the top 5 data sources being used by automotive companies to better understand and manage their customers experience and it's creating real value within the sector. A CRM Manager can act as a link between various processes and functional areas and an integrated approach across the business, whether sales or after-sales, can strengthen the customer centricity of the dealership.

Increased customer expectations for a seamless and personalised interaction, throughout their lifecycle, calls for a convergence of online and offline processes. Therefore, customers need to be empowered to stay in contact with manufacturers and dealers, at any time, via a great variety of channels.

Fascination with chrome



Within the automotive sector, the new focus on understanding the customer signifies an important shift in perspective, from a fascination with chrome to a fascination with people. It's no longer just about selling the metal.

Relationships need to be built and nurtured, in fact they've become crucial to succeeding. Car dealerships, services departments, repair shops, etc, that strategically allocate resources to strengthen their customer experience, stand to gain an edge over the competition.

Many manufacturers make a number of after sales promises, for fleet managers and drivers alike they just want to ensure that things run smoothly and that any downtime is reduced. As the number of independent servicing networks increase and are focusing more on the fleet sector, a number of manufacturers have developed initiatives to keep cars in their dealer networks by improving customer service and reducing complexity.

“We no longer base decisions on our opinions, we base them on what our customers and business data tells us.”

- Dr. Andy Palmer, President & CEO, Aston Martin

To truly understand needs and desires, you need to capture the voice of the customer.

The voice



The voice of the customer can be heard across a wide range of digital platforms, which include emails and phone calls. This omni-channel environment requires a genuine understanding of needs and desires, but you won't gain that kind of understanding without listening first.

- How can a phone call improve on your customers' experience?
- Have you ever called into your dealership to hear what your customers experience?
- How easy is it for you to collaborate with multiple dealerships in multiple regions?

We've heard how CRM is one of the top 5 data sources and also how the voice of the customer needs to be listened to. With expectations of a seamless and personalised interaction within all areas of your business, embedding your phone within your CRM solution would surely align all areas, providing you and your distributed dealerships with one single view of the customer.

Whether you're an OEM, sales, repairs and service or rentals, providing your customer with a positive experience at every touchpoint will give you competitive differentiation. Know who your customer is when they call in, direct them straight to their account manager and have a complete overview of their last interaction.

What a great experience.

Fleet charter



For commercial vehicles, customer experience is just as important. The fleet charter was introduced by several manufacturers as a document that gives both fleet managers and drivers an idea of what they should expect during service maintenance and repair (SMR) interactions.

John Pryor, Chairman of Fleet Operators Association ACFO, believes that, charter or not, with a conversation fleets can achieve most of their benefits, “the majority of fleets should be able to obtain, at a minimum, what the fleet charter sets out to offer, simply by asking”.

One of the items within the fleet charter is to offer dedicated support, which encompasses complete satisfaction. How do you currently monitor satisfaction and how is that data captured and stored? A simple survey at the end of every phone call would allow you to monitor a customer’s experience, and react to it within the next phone call. If a dissatisfied customer calls in and a whisper in your ear before connection told you that their last rating was low, you could approach the call in a different way and turn their view around.

A seamless customer experience comprises of a comprehensive customer consultation as well as an integrated experience across all touchpoints.

Fully embedding your phone system within your CRM can provide your customers with an exceptional experience, as well as support you in fulfilling the fleet charter.

About Natterbox

Natterbox is a global, cloud-based, telecommunications company based in Croydon, UK. Founded in 2010, Natterbox is the world's first global business phone system with contact centre, 100% embedded and managed entirely within Salesforce. Our technology can help you make and receive calls, retrieve records and automatically log calls within the relevant object in Salesforce.

We invite you to engage with us to learn more about how we can connect your global offices, increase productivity and personalise your telephony integration.

Once connected, the Natterbox Advanced Voice Services platform optimises and automates your business to intelligently route calls, increasing productivity and efficiency.

Natterbox is dedicated to enhancing the value of its customers businesses, through intelligent integration of future proof telephony, personalisation and services.



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