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Carglass Netherlands recalibrates its experiences as 75% of customers select digital journeys

When customers with damaged vehicle windscreens contact Carglass Netherlands, they expect easy bookings, fast service and clear communication with their insurers. The company consistently meets those expectations thanks to an ongoing transformation program. Implementing the Genesys Cloud™ platform has been integral to that program — enabling Carglass to optimize journey management across channels, improve employee performance and increase its digital capabilities.

**75% of
customers**

select digital
journeys

**4.5 rating
out of 5**

for customer
and employee
satisfaction

**2x
increase**

in vehicle
recovery
outbound calls
without adding
headcount

AT A GLANCE

Customer: Carglass Netherlands

Industry: Automotive

Location: Netherlands

CHALLENGES

Over-reliance on agent call handling and manual processes,
Limited scope for remote working or journey innovation

PRODUCT

Genesys Cloud CX®

CAPABILITIES

Email, Inbound, Outbound, Web messaging

Delivering on customer promises

Carglass is a member of the Belron group, the global market leader in vehicle glass repair, replacement and recalibration. Carglass has a presence in 27 countries, each operating independently. For Carglass Netherlands (NL), maintaining that market leadership position means delivering the best possible customer experience (CX) and differentiating from rivals through easy bookings, fast service and clear communication with insurers.

Living up to those CX promises every day is the job of 80 highly skilled agents at the company's Service Centre. Over the course of a year, they efficiently manage upward of 400,000 interactions through the Genesys Cloud platform.

"Customers usually come to us in stressful situations caused by chipped or shattered windscreens," said Pieter Fransen, Product Owner at Carglass NL. "They could be worried about unplanned costs or unclear on insurance cover. Our real value is making their problems disappear, smoothly and quickly."

Carglass NL can resolve issues smoothly and quickly because its data, systems and teams are connected through Genesys, creating seamless journeys for customers and streamlined processes for agents. Agents now have a single view of the customer and one desktop interface, which enables them to effortlessly switch between inbound and outbound conversations across voice, email, SMS, web messaging and WhatsApp.

"CSAT and NPS aren't just numbers — they are the mirror of our success. With Genesys, we've continued to improve performance, increase channels and digital capabilities, and make smarter use of human resources."



Pieter Fransen

Product Owner, Carglass NL

Clear vision and execution

It wasn't always that way. Today's seamless experience is the result of years of intentional transformation — a journey that began with a clear vision and a bold move to modernize the Carglass NL service operations.

The Service Center used to be heavily call-dependent, with scant data or self-service options. Reporting required a great deal of manual effort, while remote capabilities were limited to a maximum of 15 users via physical phones connected to an Avaya server. This wasn't sustainable if Carglass NL was to retain its service leadership position or grow.

"We wanted to create memorable omnichannel experiences while improving flexible working and gaining journey insight to drive continuous improvement strategies," said Fransen.

Those goals, as well as a desire for a best-in-class subscription model, platform stability and interoperability with Salesforce and other third-party applications, were among the key reasons Carglass selected the Genesys Cloud CX® offering five years ago.

"Genesys is light years better than what we had," added Fransen. "The platform is also more secure and easier to automate compared to our previous systems."

Early in its implementation, Carglass NL onboarded 150 users to Genesys Cloud, with the ability for all of them to work remotely with the same experience they have on site. Due in large part to adding new capabilities over the ensuing year, Carglass has doubled outbound productivity and improved satisfaction metrics — even as the number of agents decreased from 150 to 80.

"We handle more calls with fewer people and have never had higher NPS," said Bjorn Smulders, Manager Customer Journey at Carglass NL. "Genesys has completely changed how we work."

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Bjorn Smulders

Manager, Customer Journey, Carglass NL

Collaboration transforms vision into reality

That progress was fueled by close collaboration with and expert support from the Genesys team.

When Carglass NL first implemented Genesys Cloud, Fransen collaborated closely with Genesys Professional Services, which helped to ensure a hassle-free implementation within 12 weeks. That partnership continues to this day with weekly check-ins.

"Having Genesys Professional Services in your corner is invaluable," said Fransen. "We can always call on their knowledgeable experts and quickly bring in extra resources should we need them."

Smulders concurred: "It's like having your own personal sparring partner that you can brainstorm ideas with."

Recently, for example, Carglass NL began exploring new ways to enhance its knowledge management, as well as pilot and implement Genesys Cloud Agent Copilot. The team turned to Genesys Professional Services for guidance. Within days, the Professional Services team organized a tailored demo and strategy recommendations. The quick turnaround and hands-on expertise exemplify the collaborative partnership that continues to accelerate innovation at Carglass.

Fransen credits that collaboration with how much Carglass NL was able to accomplish in such a short time at the outset of the implementation — as well as with planning next steps. “They’re available to help us innovate, explore new capabilities and deliver more with limited internal resources,” said Fransen. “They’re like an extended part of the team.”

“Having Genesys Professional Services in your corner is invaluable. We can always call on their knowledgeable experts and quickly bring in extra resources should we need them.”



Pieter Fransen

Product Owner, Carglass NL

Connecting people, data and journeys in one place

That partnership laid the groundwork for a powerful transformation: building a connected environment where customer journeys, data, and operations flow seamlessly. With Genesys Cloud, Carglass NL is meeting its goals of eliminating silos and centralizing its interactions and insights within a single, unified ecosystem.

The company is using Genesys Cloud Predictive Engagement to provide personalized, proactive website messaging and tying incoming calls to previous customer voice interactions and digital journeys. To access the deeper data needed to ensure exceptional customer and agent experiences, Carglass NL is using Genesys PureInsights real-time dashboards, which pushes Genesys data to Power BI reports, as well as AppFoundry Marketplace solutions such as Qualtrics (for post-call survey and analytics).

"Just getting rid of spreadsheets and consolidating all our data through Genesys saves about two hours every time we run a report," said Fransen. "The world of data changed when we moved to Genesys. We have a completely new and simplified way of looking at data."

And to streamline customer journeys, Carglass NL implemented an AssistYou Dutch-language voicebot called Lisa, which integrates well with Genesys Cloud. The company is tracking the voicebot's impact on both call deflection and customer experience. Carglass also integrated a boost.ai chatbot that supports customers who message via WhatsApp.

"We believe empathetic human care, enhanced with state-of-the-art digital capabilities, helps us make a difference — and Genesys is the glue that holds everything together," said Smulders.

The impact of this connected ecosystem is clear in both customer satisfaction and business performance.

"The auto dialer has enabled us to double the impact of our vehicle recovery activities without increasing headcount. Genesys also allows us to adapt our queues and make routing improvements in hours instead of weeks."



Bjorn Smulders

Manager, Customer Journey, Carglass NL

Customer satisfaction is a mirror to CX success

As Carglass NL expands its channel options, voice remains the most popular choice among its customers. About 6,500 monthly

conversations — four in five — take place on digital channels. Satisfaction with having those digital and self-service options available is clear. Customer and employee satisfaction ratings consistently hover around 4.5 out of 5 and Net Promoter Score (NPS) is higher than it's ever been.

"CSAT and NPS aren't just numbers — they are the mirror of our success," said Smulders. "With Genesys we've continued to improve performance, increase channels and digital capabilities, and make smarter use of human resources."

The employee experience also has improved as a result of bots and self-service. Today, agents are able to focus more on complex interactions — even during call spikes.

After experiencing overwhelming spikes during severe hailstorms, Carglass NL built specialized "storm scenarios" within Genesys Cloud. When activated, an intelligent voicebot triages calls, identifies the types of storm-related damage, and then directs customers to insurers or self-service channels — ensuring fast support even under extreme conditions.

"We've built several emergency workflows within Genesys," said Fransen. "They help us manage surges efficiently without compromising the customer experience."

Customers and employees aren't the only ones benefiting from experience improvements. Carglass NL has seen its share of benefits, as well.

"There are many use cases that wouldn't have been possible without Genesys," said Smulders. "The auto dialer has enabled us to double the impact of our vehicle recovery activities without increasing headcount. Genesys also allows us to adapt our queues and make routing improvements in hours instead of weeks — not only boosting conversions, but also strengthening customer satisfaction and trust."

"We believe empathetic human care, enhanced with state-of-the-art digital capabilities, helps us make a difference — and Genesys is the glue that holds everything together."



Bjorn Smulders

Manager, Customer Journey, Carglass NL

A clear view to future CX successes

With a solid foundation in place and measurable gains across channels, Carglass NL is looking ahead to what's next.

The company intends to extend Genesys Cloud beyond the contact center and connect 60 branches across the Netherlands. The move will further transform call handling and data insights. For example, Carglass is working towards a process where workshop mechanics make accurate damage assessments faster by instantly accessing customer photos uploaded to the website.

"Imagine a mechanic reviewing tomorrow's bookings and seeing exactly what kind of repairs to prepare for," said Fransen. "That's the fully connected experience we're building, from first contact to workshop."

Fransen added that the move to Genesys Cloud is enabling Carglass NL to continuously build out capabilities, easily integrate with third-party solutions and find new ways to innovate — and do so across the whole organization. It also helps with governance, compliance and security, consistent data, and unified standards.

"Standardizing on Genesys helps accelerate adoption of best practices across business units, which can be a challenge for an

entity operating in 34 countries,” concluded Fransen.

In addition, Carglass NL plans to further boost service with Genesys Cloud and Salesforce integration, transcription analytics, video sharing and additional messaging capabilities.

To learn more about the solutions featured in this case study, visit www.genesys.com.

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