



Improving the customer experience and boosting profits

Carglass® delivers major service improvements while proving it's always there for customers. By migrating from an aging on-premises system to the Genesys Cloud CX platform, Carglass® has seen fewer abandoned calls and a reduction in average handle time. Increased agent efficiency, as well as smarter IVR, routing and skills-matching, has enabled the company to raise service levels.



New call queues

created within a few hours, compared to 2-3 weeks



3.6% fewer

abandoned calls



8.5-second

reduction in average handle time



1.5% improvement

in time-to-revenue



Fully loaded

experience center roadmap



"We wanted to transform from a cost center to an experience center as a key driver for profitable growth."

Brice-Willys Tebire, Innovation and Improvement Manager
Carglass Germany

Clearing legacy apps and systems

Headquartered in Cologne with more than 345 sites and 240 mobile units across the country, Carglass® Germany specializes in vehicle glass repair and replacement. A central contact center is at the heart of the business, supporting more than 50 languages and handling 1.2 million calls, 50,000 emails, 4,000 chat messages and 3,000 outbound contacts a year.

Rather than continuing to invest heavily in limited, on-premises products, Carglass® decided to move to the Genesys Cloud CX™ solution.

"We wanted to transform from a cost center to an experience center as a key driver for profitable growth," said Brice-Willys Tebire, Innovation and Improvement Manager at Carglass®. "That meant clearing away a jungle of legacy apps and systems. That way, our advisors wouldn't have to keep screen-jumping, closing down pop-up windows or asking customers to repeat information. We also needed better clarity around reporting and customer journeys."

Immediate service and balance sheet gains

Now 160 advisors work with maximum efficiency, taking calls and booking appointments, or handling requests from large insurance companies and fleet agency contracts. In addition, Carglass® has seen a sizeable reduction in what it refers to as "red calls," repeat contacts from customers seeking general information or checking on orders.

"Now, with Genesys Cloud CX, we usually know why the customer is calling and connect them faster to the agent with the best skills," added Tebire. "That varies between appointment scheduling for straightforward chip repairs to more complex requests to look up specific vehicle models and arrange correct fitting and windscreen replacement."

Smarter IVR, routing and skills-matching has enabled Carglass® to raise service levels. This has resulted in 3.6% fewer abandoned calls and an 8.5-second reduction in average handle time. Between these and other gains, the move to the Genesys Cloud CX solution has contributed to a 1.5% improvement in conversion rates — the efficiency from first contact to receipt of payment. For a high-volume business like Carglass®, that represents a significant financial gain.

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Brice-Willys Tebire, Innovation and Improvement Manager
Carglass Germany

Always there for employees

The IT-friendly nature of the Genesys Cloud CX platform has allowed Carglass® to be there for essential workers, delivery drivers and those who can't work from home during the COVID-19 pandemic.

"Even in an unprecedented pandemic situation like now, windscreens and other vehicle glass parts get damaged," said Tebire. "So, customer service had to be solid and technology has to enable flexibility. Within two to three hours, we created new call queues and IVR messages in Genesys Cloud CX, compared to two to three weeks with our old solution. And our Net Promoter Score has remained consistently strong throughout."

At a glance

Customer: Carglass®
Industry: Vehicle glass repair and replacement
Location: Germany
Company size: Approximately 160 agents

Challenges

- Shift from cost center to experience center
- Improve service and ability to innovate

Product

Genesys Cloud CX

Capabilities

Inbound
Outbound
Integrations