

# Inchcape accelerates revenue in a slowing market

Car dealer centralizes contact center to boost after-sales business volumes and improve customer



**Customer:** Inchcape  
**Industry:** Automotive  
**Location:** United Kingdom  
**Employees:** 14,400

## Challenges

- Enhance customer satisfaction
- Boost service bookings
- Improve profits

## Contact center takes the heat off dealerships

Like many car retailers, Inchcape didn't have a central contact center. Customers booking appointments would ring or visit the local dealer. That did nothing to improve service, with customers waiting for a free phone line or sales representative.

"Naturally, our priority was to handle those in-person customers and incoming calls, so little effort was made to proactively contact car owners for scheduled services," said Sharon Adams, Sales and Service Manager at Inchcape. "And what outbound activity there was involved manual dialing."

In the UK, where Inchcape sells premium brands, including Audi, BMW, Jaguar, Land Rover and Mercedes-Benz, after-sales service has been transformed and new revenues realized with a Genesys Customer Experience Platform that relieved dealerships of inbound and outbound calls.

## Keeping premium car customers happy

Now, a 95-agent contact center takes inbound calls for their 123 UK dealerships. The contact center function is split into independent teams for each brand, plus a dozen agents dedicated to CRM. Underpinning contact center operations is a range of Genesys solutions, for example, a standard call-handling desktop for agents and workforce optimization functions like resource management and shift planning.

When a call comes in, the system identifies if it was originally intended for a specific dealership and produces an appropriate script; as far as the customer is concerned they're speaking to their local garage. For outbound calling, agents use personalized scripts generated automatically using information from a database of customers due for services.

Some larger Inchcape brand teams use Genesys for progressive dialing—the system automatically

places an outbound call when it sees there's an agent available and no calls are in the queue. Teams with smaller call volumes prefer preview dialing—the system presents a complete view of a customer's records and lets the agent control the outbound call process.

Automated outbound dialing represents a big improvement over previous manual dealership-based methods. Then, agents were tasked with making 20 contacts an hour. "Now, we can easily get through 1,000 records a day," said Adams. "The dialer distributes work to the advisers. Invalid numbers or missing data either don't make it into the dialer or won't make it to the adviser." The company estimates that outbound dialing has boosted productivity by at least 50%.

Inchcape has been able to gauge the effectiveness of their contact center by comparing current results against when calls were handled by individual sites. Previously, between 25% and 30% of potential incoming after-sales bookings were lost. Sharon comments: "That's a massive impact, and proves the system pays for itself on inbound services alone."

## Keeping tabs on customer satisfaction

Genesys also helps Inchcape with the critical activity of customer surveys. Inchcape carries out a monthly net promoter score (NPS) survey that includes after-sales. It's an important way of confirming that agent teams are doing well or of tracking down the source of problems and ensuring they're fixed.

For NPS measurement, each month Inchcape surveys 20 buyers, 20 non-buyers and 20 service customers per site. This used to be done by phone, but now the company captures customer email addresses and sends out survey forms automatically to customers' inboxes. That frees up CRM agents to promote service plans and investigate buyer intentions, creating still more revenue.

As a result, the CRM team, previously viewed as business overhead, is now seen as a profit center. Meanwhile, integration of Genesys software with the Inchcape management system, carried out by Dimension Data, means survey scores are fed directly into performance reports distributed internally and to manufacturers. Each manufacturer has their own customer satisfaction scores, against which Inchcape is measured.

"In our industry, it's important that customers come back to us," said Adams. "With so many different offers out there, we've got to insure we impress our customers when they come to us."

## Growth now with a view of the future

Genesys reporting features also enable contact center management to keep an eye on incoming call volumes and real-time agent activity. "Overall, Genesys has really helped grow our business," said Adams. "Last year, we increased our after-sales revenue, which in the motor industry is a massive achievement, because business customers are mainly buying cars through fleet agreements."

Much of the value that Inchcape has gotten from their Genesys solution has been thanks to systems integration and IT management services supplied by Dimension Data. "When we engaged with Dimension Data, we were allocated an in-house engineer who works for us full time," said Adams. "That means when we want things done quickly I can just pick up the phone. It's really helped us in terms of moving our business forward."

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### Solutions:

- Genesys Customer Experience Platform
- Genesys Proactive Customer Communications
- Genesys Continuous Workforce Optimization
- Genesys Desktop
- Genesys Reporting and Analytics

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**Sharon Adams**  
Sales and Service Manager

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Sharon Adams, Sales and Service Manager

The new contact center means dealerships aren’t missing calls and their advisors spend more time seeing customers, contributing to the premium-level customer experience. On outbound and inbound calls, agents can capture as much information as possible from the customer. So when the customer turns up, the dealership knows just what they want, without repeating everything all over again. “We’ve been able to improve business processes, enhance customer service, increase the number of customers we’re proactively contacting, and deepen the level of customer knowledge within the business,” concluded Adams.



## Partner

Dimension Data plc is an ICT services and solutions provider and a member of the NTT Group. We provide technology and related services for advanced multi-channel customer engagement and support more than seven billion customer interactions worldwide. We are also publishers of the Global Contact Centre Benchmarking Report.

<https://www2.dimensiondata.com/>

To learn more about the systems featured in this case study, visit [www.genesys.com](http://www.genesys.com)

## RESULTS

30%  
increase

in inbound after-sales calls captured

50%  
improvement

in outbound dialing productivity

After-sales  
growth

experienced in a declining market

## ABOUT GENESYS

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