

LUXURY AUTOMOTIVE SPARE PARTS DEALER INSTILLS EXCELLENCE THROUGH INBOUND CALL CENTER



THE CLIENT

An international supplier of luxury car parts and accessories.

REQUIREMENT

An inbound call center which was consistent with the overall tone and positioning of the organization.

OUTCOME

- ▶ Greater customer satisfaction
- ▶ 45% cost reduction
- ▶ 99% order accuracy
- ▶ Decreased call wait time

OUR PROFESSIONAL CALL CENTER EXECUTIVES CREATED A BETTER WAY FOR CONSUMERS TO INTERACT

BUSINESS CHALLENGE

Our client, a specialist supplier of auto parts for BMW, Audi, Mini Cooper, Porsche, Volvo, Saab, Volkswagen and Mercedes within the United States and Canada, could not handle the amount of inbound calls they were receiving from customers. Providing support on inbound customer calls was a large part of their business, so they looked to Invensis to provide support.

THE INVENSIS SOLUTION

Being a parts provider for luxury cars, we understood that it was necessary for all aspects of the client's business to instill a feeling of quality and class. To assure the best possible service to cater to our client's needs, we worked with them while assembling the inbound call center team. Our extensive talent pool of call center operators means that we are able to specifically tailor our services for each client. For this project, agents with a background in the automotive industry or an interest in cars were selected as the initial group. We then invited the client to make the final selection for the call center team.

Our inbound call center agents were then subjected to several stages of rigorous training to guarantee the level of service that the client required. Our agents completed soft skills and in-depth product training, before undergoing an internal assessment and finally an assessment from the client, before going live.

The Invensis team were successfully able to assist customers with all of their queries, providing tracking numbers and order statuses, aiding with phone orders and part specifications, as well as making customers aware of the manufacturer warranty conditions – all while maintaining a polite and professional manner.





THE RESULT

The client's customers were extremely passionate about their cars and would settle for no less than the highest level of accuracy and service. Our highly trained staff exceeded expectations and managed to increase customer satisfaction, with less wait time on calls and a boost in order accuracy. With our professional call center agents receiving inbound calls, our client was able to maintain a consistent image of luxury throughout the whole business, while also saving on costs.

KEY OUTCOMES

**99% accuracy with
telephone orders**

45% cost reduction

**Decreased call
wait time**

**Enhanced customer
satisfaction**

CALL CENTER SERVICES

Invensis offers flexible inbound call center solutions to increase the satisfaction of your clients. Our call center is operational 24 hours a day, including weekends and public holidays, to ensure your customers always have access to support. We work in collaboration with our clients to gain a thorough understanding of their organization and adapt our services to meet their specific needs. While also enabling significant cost savings, our call center services will also provide you with more time to focus on your core competencies.

Our call center services include:

Inbound Call Center Services

- Customer Service
- Direct Response
- Inbound Telemarketing
- Interactive Voice Response
- Order Taking
- Reservation Setting
- Technical Help Desk Support

Outbound Call Center Services

- Telemarketing and Lead Generation
- Data Validation
- Follow Up calls
- Outbound Appointment Scheduling
- Reactivation of Dormant Clients
- Subscription Renewal

Answering Services

Computer Assisted Telephone Interviewing (CATI)

THE INVENSIS ADVANTAGE

- **1200+ professionals**
- **ISO 9001 & 27001 certified**
- **Fully customizable service to suit every business**
- **Over 12 years of experience**
- **Numerous global delivery centers**
- **Highly trained personnel**

OUR WORLDWIDE CLIENTELE



ABOUT INVENSIS TECHNOLOGIES

Invensis Technologies is a US based business process outsourcing firm with delivery centers located in Bangalore and Hyderabad, India. Since 2000, Invensis has been catering to the diverse outsourcing needs of clients in a wide range of industries, including manufacturing, automotive, hospitality, customs brokerage, healthcare, energy and banking. Invensis is constantly striving to add value to clients' businesses through streamlined back office processes and significant cost savings. To learn more about how Invensis can assist you, [contact Invensis today](#).