

Client Spotlight Summary

Industry	Automotive
Industry Data	32 brands, 149 dealerships, over 150,000 vehicles sold each year, £3.7B revenue, 1.4M unique website visitors a month, 10,000 unbound phone calls a day,
Location	United Kingdom
Company Name	(will be unnamed in the actual publication at this stage)
Employee Size	5,800 - growing to 10,000
Technology Stack	Cisco (being replaced). New stack is Spoke, Twilio Flex, Twilio Studio, Ciptex Race, Ciptex One Payment Cloud, Twilio SIP

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<p>Challenges (max. 50 words)</p>	<p>A 40% missed call rate resulting in 4,000+ poor customer experiences every day, because calls go to unattended desk phones that no one answers.</p> <p>Buyer behavior changing from walk-ins to a local dealership and building a relationship, to consumers doing extensive research online, knowing far more about the products, the competitive pricing, and the company's reputation for service.</p> <p>Today's consumers are willing to buy large ticket items online, and are choosing to buy from the company with the best customer experience and reputation.</p> <p>Understanding the full view of the customer's journey across both "clicks-and-bricks" (TV, online, email, dealerships, and service centers), is a minimum, and getting that information into the hands of every employee at the right time is critical to winning customer loyalty.</p>
<p>What Spoke Did (max 50 words)</p>	<p>Deployed Spoke's next-gen programmable softphone to every employee so they can take calls anywhere on mobile, computer, and at their desk.</p> <p>Installed Spoke's Speedy Attendant Console into the customer's Twilio Flex contact center. Receptionists save 20 to 70 seconds per call transfer and can send rich customer notes to the employee answering the transfer.</p>

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<p>Outcomes & Results (max 50 words)</p>	<p>Missed call rates dropped to almost zero, as team members were able to answer calls anywhere, and if they couldn't answer, calls could be routed to other teams instead of getting lost in voicemail or mobile phones.</p> <p>Saving 20 - 70 seconds per call transfer on 10,000 calls a day resulted in significant time savings and a reduction in the number of reception/contact center agents required.</p> <p>Customer experiences and outcomes improved dramatically, as every employee now has rich customer notes and context about previous conversations and actions as they talk to customers.</p>
<p>Future Plans (max 50 words)</p>	<p>Move additional business units and teams onto the Spoke platform, eventually allowing the customer to retire legacy on-premise phone systems, hardware, and infrastructure.</p> <p>Continue adding customer journey signals to make customer conversations and outcomes even better. E.g ad clicks, website visits, email opens, cars and parts viewed online, and even physical service center and dealership visits all help to tell a rich customer story that can improve conversations and sales.</p>

SPOTLIGHT - Automotive

Growing sales in a highly competitive market, by improving customer experiences as buyer journeys move online


Client spotlight: A large multi-brand automotive dealer group

“Today’s consumers are willing to buy large ticket items online, and are choosing to buy from the company with the best customer experiences and reputation.”



Nowhere is the need to deliver a compelling customer experience more critical than in the highly competitive new car sales segment.

Leading luxury brand automotive group brings that “new car experience” to over 100,000 people a year across nationwide dealership and service center locations.



When people call, they've done their research, they're ready to buy. Our 40% missed call rate was unacceptable.

Buyer behavior is changing. Consumers do extensive research online, they know more about the car's features, capabilities, and our competitor's pricing.

Today when consumers call, they're ready to buy. Calls transferred from our concierge call center to our dealerships and 40% were going unanswered. If we don't answer, they simply move onto the "next guy".

By deploying Spoke, missed call rates dropped to almost zero, as team members were able to answer calls anywhere, and if they cannot answer, calls are intelligently routed to other teams or dealerships instead of getting lost in unattended desk phones, voicemail, or personal mobile phones.

Empowering every employee to have great customer conversations

Building relationships and winning customer loyalty in today's online world, is harder today than ever. To win, our company needs every employee and every touch-point to be a positive part of the customer's journey.

To do this, we bought together a single digital view of our customer's journey across our website (what cars or parts are they looking at online), their conversations with team members, and their physical visits (dealership, service center, etc.)

Using Spoke, we were able to put this “digital view of the customer” into the hands of all employees as they talk on calls, so everyone across the entire business is empowered to have great customer conversations that drive sales and loyalty.

CLIENT OVERVIEW

- Jenny Anderson, married to John, lives in Knightsbridge
- Birthday: 23 Nov.
- Snr. Accountant @ PWC in London.
[\(LinkedIn Profile\)](#)



CARS

- 2018 Mercedes SL63 AMG

Black on Red trim, purchased 20 October 2014 from Kyle Jamison at Stone Mercedes in Redding. Done 23,500 at last service.

[Inform client. Service due: 2018 Mercedes SL63 AMG.](#)



The transformation

**Vastly improved
customer
experiences**

Spoke answers and routes calls to the best available team member based on the customer's journey, engagements, and interests. Team members answer quickly from any device, both reducing missed calls and improving customer experiences.

**More team
members
enabled to sell**

With Spoke we took rich customer information usually locked inside our contact center, and got it out to all employees as they take calls. We now have 10x the number of people able to have rich customer conversations.

**Future proofed
platform for
growth**

We integrated Spoke with our legacy technologies and started small with just a few teams on Spoke. The goal is to migrate everyone to the cloud and decommission all on premise hardware and supporting services.

Vision Accomplished

Spoke has empowered everyone to deliver a great customer experience no matter what device they use, have knowledgeable customer conversations no matter where in the business they work, and contribute equally to the success of the business.

Image concept	95% ↓	10x ↑	1,100 hrs	75% ↓	100%		
Text	Missed call rates drop by ~95% , dramatically improving customer experiences and sales	10x employees now have key customer info when on customer calls	Time saved a month handling calls	Reduction of legacy on premise technologies	Every employee is now enabled with remote working capability		
Class	CX	Business Outcomes	Productivity	Digital Transformation	Mobility		

Classes: CX, Compliance, Security, Privacy, Productivity, Mobility, Digital Transformation, Flexibility *(programmatic on twilio, etc.)*, Business Outcomes

**Learn more about best-in-class
automotive client journeys here**

Talk to a Solution Expert