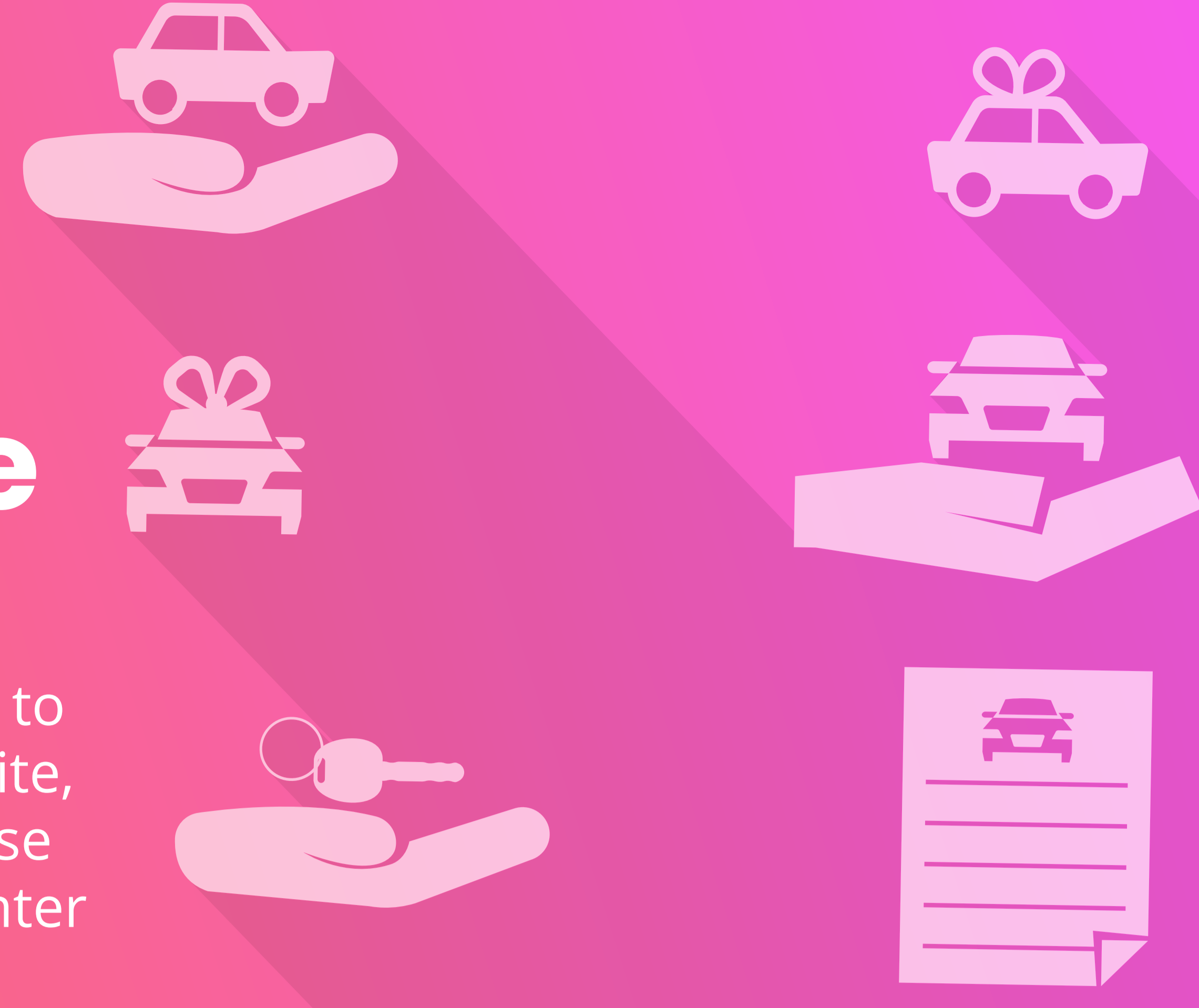




24x Better Sales Performance with AutoTrack™ Implementation at Volvo

Did you know that it takes on average only 1 hour for a potential automobile buyer to go cold? In a digital world, prospects reach companies centrally through their website, forms, emails, but the automotive world depends on local dealers who can showcase the products physically to its customers. Learn more about how Volvo and Call Center Studio came together to build the most efficient sales lead tracking solution in the most challenging automotive industry.



OVERVIEW

The client is Volvo, one of the world's most well-known automotive manufacturers. The existing sales flow within the company was not meeting the expectations, as the customer operation faced numerous problems:

- The quality of the leads and accuracy of their distribution was not accurate, creating problems in tracking and confusion for the potential buyers.
- Customer complaints piled up as the potential customers were waiting to receive calls from dealers, which they never got.
- Time spent before a captured lead is contacted was close to 30 hours, 6 hours above the EU average which is excessively high as it takes 1 hour for the prospect to go cold.

These problems mentioned above caused problems for reporting transparently, resulting in missing data about the generated leads.

As a result, the customer could not determine alternative action plans or cannot fully execute the forecasts they have planned, losing potential customers. These problems also meant that the existing customer satisfaction was decreasing.

APPROACH

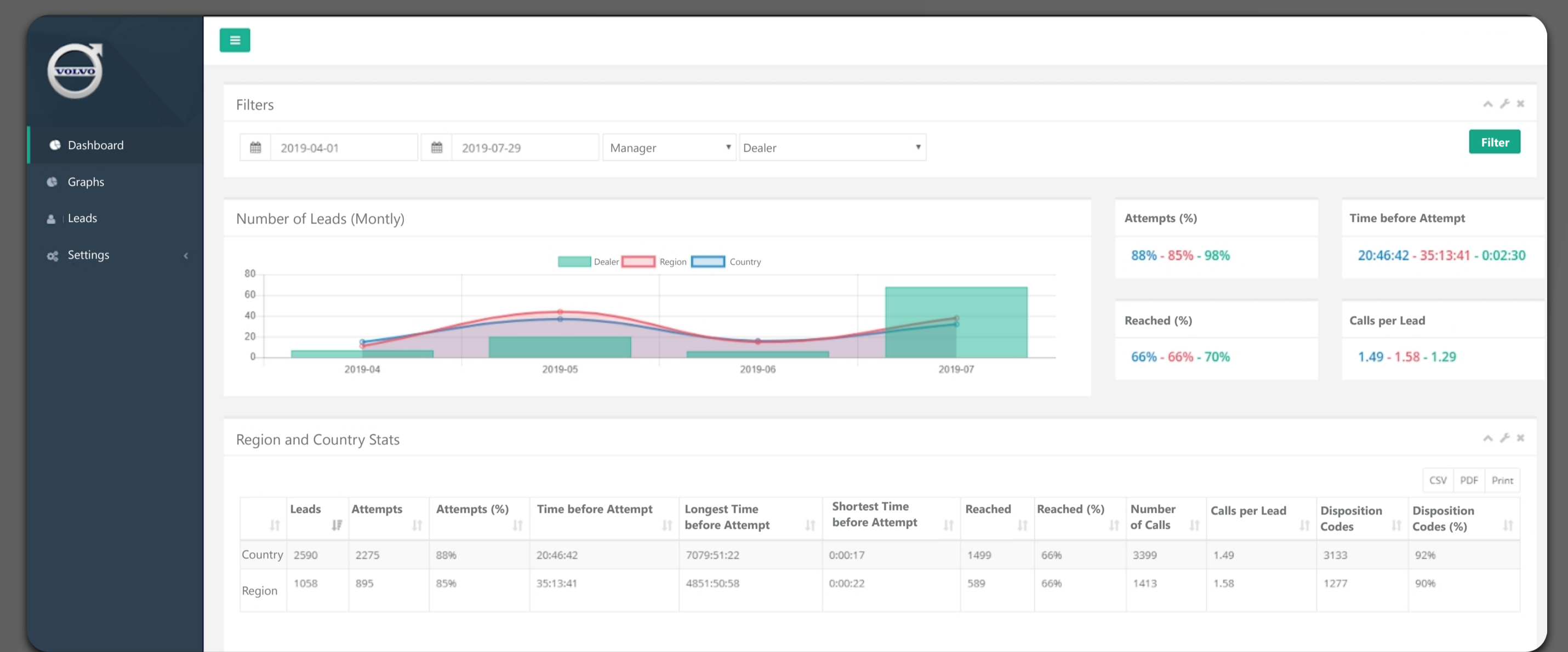
To cope with these problems, Call Center Studio developed AutoTrack™. AutoTrack is a call tracking system for sales leads explicitly designed for the automotive industry. The infrastructure is designed to help with overcoming the following challenges commonly faced in the automotive industry that usually stem from lack of processes relating to the outreaches done by dealers.

AutoTrack™ provides an end-to-end lead tracking system that allows the performance to be monitored on different breakdowns based on dealers, regions, countries, with entirely objective and transparent data. All the attempts and calls made by sales reps of dealers are conducted through Call Center Studio. This provides invaluable insights about tracking and sales performance.

- The number of call attempts done per lead
- Time spent before a lead is contacted
- Disposition codes for outcome of the calls

and many other crucial metrics are made available for reporting and monitoring.

AutoTrack™ is essentially an integrated dashboard for Call Center Studio and customer's CRM solution.



The sales representative of the dealer calls the assigned phone number for the AutoTrack™ system. After dialing in the 4-digit unique code assigned to him/her, the sales representative types the 5-digit unique code of the potential lead, whose information is brought forward with a screen pop-up before the interaction. Call Center Studio then connects the sales representative to the lead, making sure that each interaction is recorded, reported, and monitored for optimum efficiency and customer satisfaction.

BENEFITS

With its real-time and easy to access reporting mechanism provided by Call Center Studio, the managers are able to easily track the problems and customer expectations and provide ease in implementing alternative sales plans if needed.

Transparent flow also contributes to higher performance. See the difference in numbers before and after the implementation:

	November	June
Attempts (%)	83%	96%
Time Before Attempt	29h 53m	1h 15m
Leads Reached (%)	69%	71%
Calls Per Lead	1.52	1.73