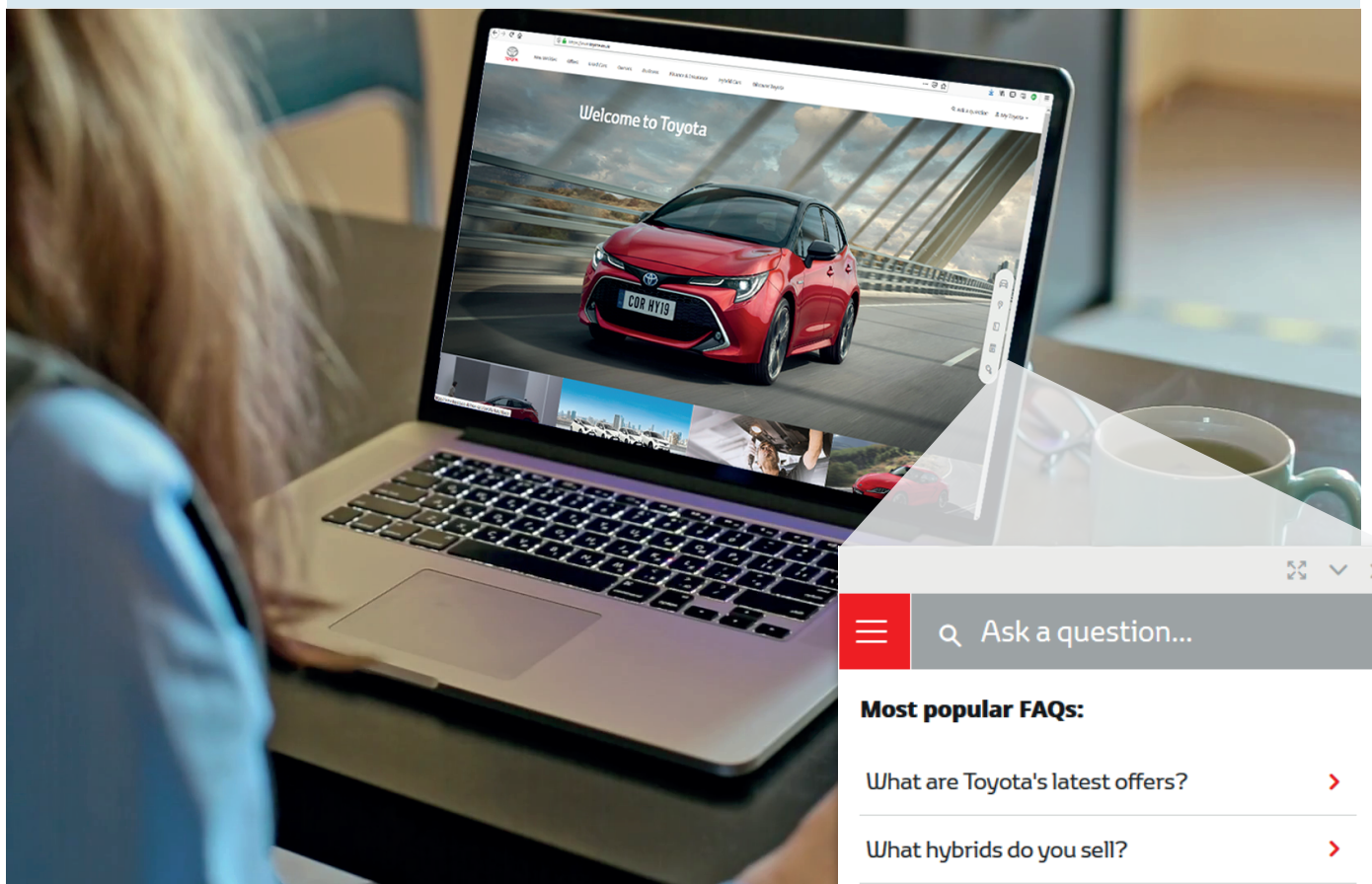
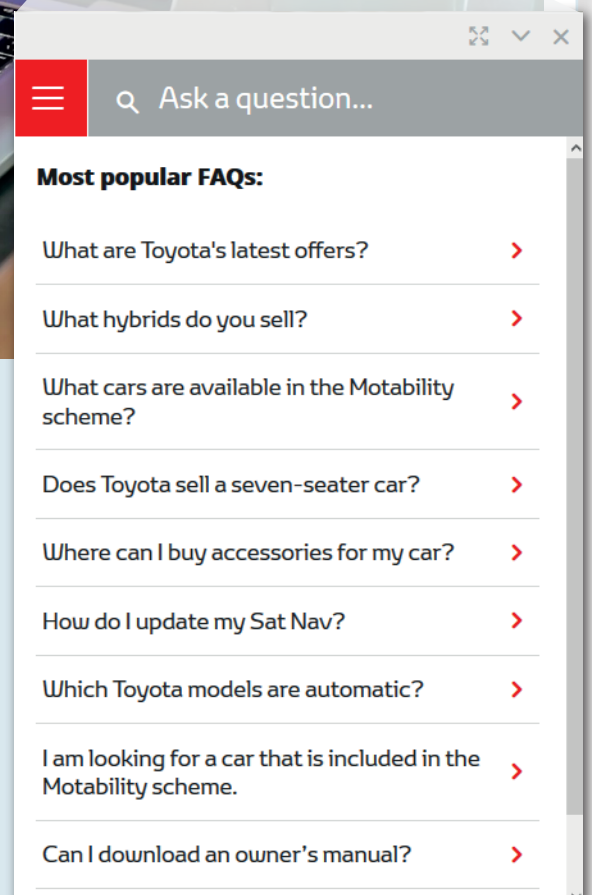


The explicit link between **Digital Customer Service** and **BUSINESS GROWTH**



How compelling Digital Customer Service is driving incredible ROI for AUTOMOTIVE manufacturers

synthetix 



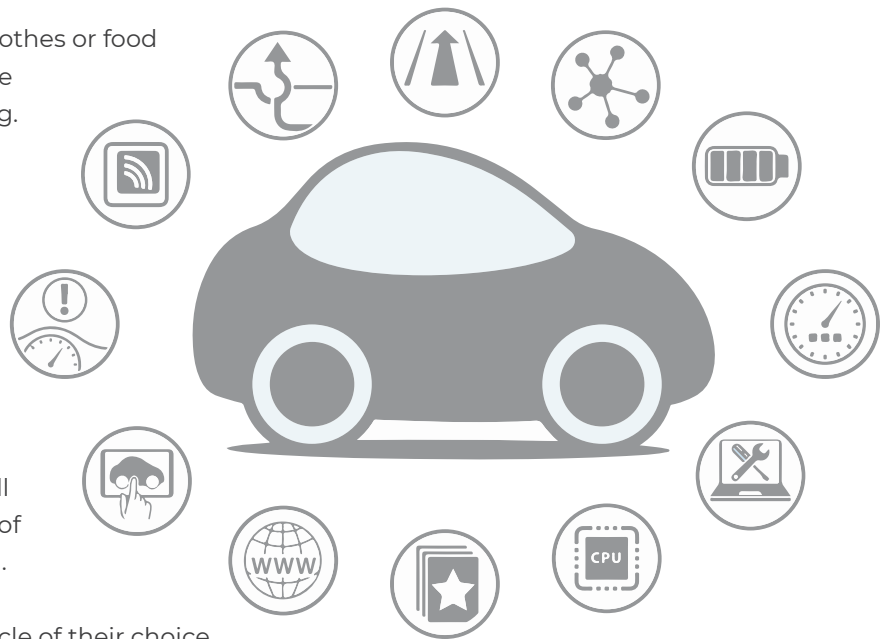
Automotive consumers are going digital, and there's no way to stop it.

Purchasing a car isn't quite the same as buying clothes or food online. Customers don't end up buying a car in the evening after first thinking about it in the morning.

Automotive shopping is daunting. A car is a big-ticket item and for most people the second biggest investment to owning a property.

Automotive shoppers are prepared to spend hours before they decide to purchase a vehicle. Researching everything from finance, maintenance and insurance costs, to vehicle reviews, specifications and safety ratings. And it all depends on the customer service and availability of information to help them make the right decision.

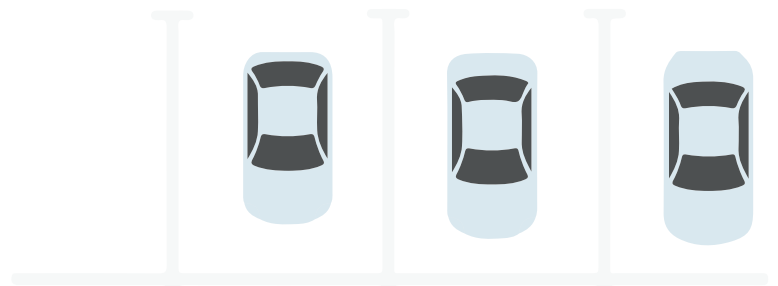
Furthermore, once they have decided on the vehicle of their choice, they expect the transaction and after-sales support to be quick and efficient.



Avoiding blind spots



The looming uncertainty of where we'll be with Brexit next week or next month, is undoubtedly creating a tough environment for the automotive industry which thrive on steady commercial conditions and certainty. Headlines of Honda, the second Japanese manufacturer leaving the UK - after Nissan announced in January that it will no longer build its X-Trail sport utility vehicles in Sunderland - might hold cause for others to panic and cut spending on customer engagement initiatives.



However, in today's information-intensive climate, Automotive Manufacturers and dealerships must drive innovation to win, assist and retain customers.

After the recent report by the UK Institute of Customer Service showed the average customer satisfaction for the Automotive industry to be stagnant, Jo Causon, Institute CEO said: "Alongside tangible financial measures, trust, reputation and recommendation are crucial benefits of a deliberate and consistent focus on achieving high levels of customer satisfaction. The UKCSI shows that customers who give the highest ratings for customer satisfaction express strong levels of loyalty, which brands will need in difficult and unpredictable market conditions."

Customer experience is the key to creating value in automotive

Customers and prospects want businesses to demonstrate that they value and understand them.

Executives are quick to see the end-game benefit of a customer-centric strategy: more satisfied customers, increased loyalty, a lower cost to serve, and more engaged employees. But they often fail to understand clearly what a superior customer experience is worth and exactly how it will generate value.



Fund digital customer engagement, secure buy-in, and build momentum

Unlike the current political chaos, there are smart tools and calculators to assist those of us tasked with measuring and linking digital customer engagement to business growth.

Using these tools will assist in building a business case to fund digital customer engagement, secure buy-in, and build momentum. Digital Customer Engagement tools provide new opportunities to make sensible savings, while investing in technology to drive more sales, promote Customer Experience and build strong foundations for the future, which go far beyond the traditional ROI.

Businesses that strategically allocate resources to strengthen their customer experience focus, stand to gain an edge over the competition, boosting profitability and brand reputation. For many businesses in the automotive industry, though, the mystery is how to get there without significantly boosting costs.

The explicit link between Digital Customer Engagement and business growth

The automotive industry's very nature makes it conducive to establishing long-lasting relationships built on trust, so it should come as no surprise that customers expect advice and service geared toward retaining them for the long term.

Automotive customers don't stop interacting on digital channels after purchasing a car. From leaving online reviews and feedback about their customer experience, to answering after-sales support questions about service costs and frequency, to optimum tyre pressure settings, automotive customers want answers quickly, efficiently and through a channel of their choice.

Self-service is becoming an ever increasing medium by which customers are looking to resolve problems and learn more. Today's tech-savvy customers are not just ready for self-service but prefer it over human assisted service. In fact, 90% of consumers will look for answers to their query on a company's website before e-mailing or calling.

The link between Digital Customer Service channels and business growth is quantifiable by the effect it saves costs, time, efficiency and productivity.

Several Automotive Manufacturers have already invested in Digital Customer Service tools and report achieving KPIs like greatly enhancing knowledge about their customers having given them 24/7 access to information, anywhere in the world, on any device through intelligent FAQ search on their website.

Enabling customers and prospects to find answers and navigate their FAQ content using natural language search, they have seen a dramatic reduction in traditional voice calls and email. By offering Live Chat to those customers that require on-demand support with a member of staff, has resulted in an increase in customer experience and satisfaction levels. Members of staff have access to an internal knowledge-base that suggests and searches for answers to customer queries on every key stroke. This not only ensures that live chat agents work within regulatory guidelines, using the knowledge-base during chat sessions, it has also been essential in increasing agent efficiency.

The intelligent FAQ tool constantly and automatically monitors questions asked on the site, automatically populating the FAQ with the most up to date answers to popular questions, which allows the manufacturer to pro-actively spot trends and possible issues. But the FAQ tool offers much more than just consistently accurate answers. Some manufacturers have utilised the tool to actively promote new vehicles, to increase sales. When the right Digital Customer Service strategy is implemented successfully, they are self-funding — delivering early wins which remove costs from the system and simplify the business.

Businesses that strategically allocate resources to strengthen their customer experience focus, stand to gain an edge over the competition, boosting profitability and brand reputation. For many businesses in the automotive industry, though, the mystery is how to get there without significantly boosting costs.

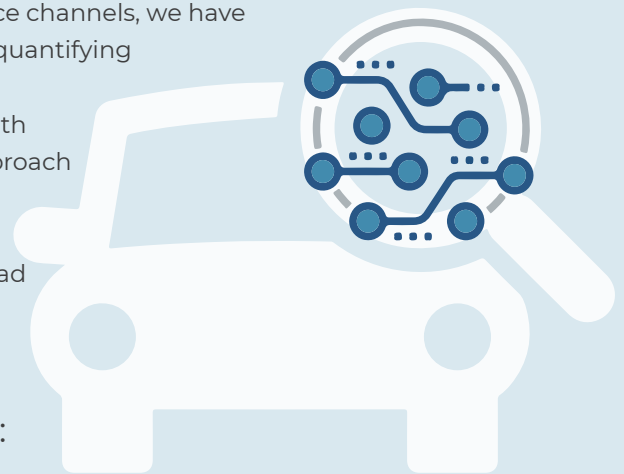
Simple maths

At Synthetix we have seen some of our Automotive clients achieve up to 50% reduction in e-mail and voice traffic to their contact centre.

However, to prove the impact of Digital Customer Service channels, we have developed a range of pragmatic calculators to assist in quantifying the economic outcomes of differences in customer experiences. We believe in getting the logic and the math right for a successful program requires a structured approach and real science to achieve three objectives: building an explicit link to value, directing investments to where they will do the most good, and designing a detailed road map populated with early successes to self-fund digital transformation.

To access these calculators simply visit:
synthetix.com/product-calculators

To find out why global Automotive giants like TOYOTA and LEXUS invested Digital Customer Service tools from Synthetix, visit our website (synthetix.com), for a plethora of resources and information to assist you in building a sound business case for multi-channel online customer service.



About Synthetix

At Synthetix we believe that delivering knowledge is key to customer satisfaction. We are a leading supplier of knowledge-bases and Online Customer Service tools such as Internal / Agent Knowledge, Intelligent FAQ Search, Live Chat, Call-back, Intelligent Web Form and Virtual Agent/Chatbots, world-wide.

Synthetix systems are helping to support and serve millions of customers, resulting in increased customer satisfaction and massive reductions in complaints.

Our omni-channel online customer service solutions help deliver FAQs and solve customer problems not only on the web, but across mobile platforms and in the contact centre. We deliver answers to millions of questions a year through our web self-service technologies, reducing our clients' inbound email and call volumes by up to 50%.

And Synthetix clients have reported an average resolution rate of 90% by deflecting queries using web self-service, building strong customer engagement and satisfaction levels.



synthetix

www.synthetix.com