COYOTE

Coyote Sets its Course with Outstanding Customer Experience

Since 2011, the European leader in road hazard alerts, has been relying on the Diabolocom multi-channel solution to facilitate relations with its subscribers, build customer loyalty and expand its community of users to new countries.

FIGURES

- **5 million** users
- **12 million** pieces of information reported each month by the community
- **7** countries
- **30,000** processed by customer services per month

CHANNEL

CHALLENGES

- Offer a multi-channel and multi-lingual service
- Encourage contact with subscribers
- Develop the chat feature

Created in 2005, the French company Coyote is today the European leader in road hazard alerts. Its patented *alerting* technology is used daily in seven countries by a community of five million road users who share geo-localised information about the state of the roads in real time. Available in the form of subscription, these warning and travel assistance services are accessible via Coyote connected units and smartphone apps, or directly through the onboard computer in partner manufacturer vehicles.

A Strategy Centred On The Customer Experience

Coyote stands out not only for its technology and its community approach, but equally for the attention it pays to the quality of its Customer Relations and Services.

"Faced with market players that offered practically no support to their users, we made the choice to be accessible by offering our subscribers the possibility of getting in contact with us very easily. The aim is to satisfy our customers by delivering an exceptional experience at every contact, though whatever channel", explains Emmanuel Flouard, Customer Relations Manager at Coyote

Since 2011, Diabolocom's multi-channel interaction management system has helped the Coyote Customer Relations team to reach this objective by optimising the management of flows of requests over all channels as well as call campaigns aimed at maximising resubscriptions.

Predominantly Outsourced Customer Relations

Outgoing calls reception and processing of incoming contacts are entrusted to outside service providers. External teams are organised around three skills hubs:

- **the hub dedicated to outgoing calls** systematically contacts subscribers when their subscription is coming to an end;
- **The After-Sales / Technical Support hub** deals with requests linked to using Coyote units and applications; it processes 30,000 calls, 5,000 e-mails and 1,000 chat sessions a month
- **The Customer Services hub** manages all other requests

In total, the Diabolocom solution is used by around 50 people.

diabolocom
Engaged for your Customer Experience

30,000 **Calls a month**	**85%** **Resolution rate on first contact**	**High rate of subscription renewals and additional sales**

Besides the simplicity of use for the advisors, the Diabolocom solution gives Coyote the means to pilot its Customer Relations with all the flexibility required of a distributed organisation and growing international business. Manager Emmanuel Flouard particularly appreciates:

- **The possibility to easily modify the voice server directory file.** *"This allows us to proceed by Test & Learn, to observe customer behaviour and to retain the most efficient routes for them. It is one of Diabolocom's great strengths."*

- **The speed of flow modification,** especially when dealing with emergency situations. *"If, following an incident, one of the sites cannot answer calls, you really just need a few clicks to re-route the traffic to another site".*

- **The very thorough reports base,** that provides all the statistics necessary to make extensive analysis on the different channels.

- **The ease of access to call recordings.** *"The recordings are referenced and coded perfectly. When we want to listen to recordings on a specific subject, we immediately find what we are looking for".*

- **The multi-lingual nature of the solution**, which accelerates its take up by non-French speaking users - an important point given Coyote's current international development.

Emmanuel Flouard
Customer Relations Manager
Coyote

"WITH DIABOLOCOM, WE HAVE A SINGLE SOLUTION TO MANAGE NOT JUST REQUESTS, BUT ALSO FLOW DESTINATIONS, STATISTICS, RECORDINGS, ETC. IT'S A PERFECT SOLUTION FOR OUR CURRENT NEEDS AND CAN SUPPORT OUR GROWTH INTERNATIONALLY"

A Fruitful Customer Loyalty Policy

While the size of the Coyote community has doubled in five years and continues to grow, the volumes of contact managed by the Customer Relations teams has generally tended to stabilise. One of the factors to explain this change is the increase in the Customer Relations teams' service quality and operational efficiency. This has notably led to an increase in the resolution on first contact rate.

*"IT'S A KEY INDICATOR FOR US BECAUSE IT DIRECTLY IMPACTS ON CUSTOMER SATISFACTION. TODAY **BETWEEN 80% AND 85%** OF REQUESTS ARE HANDLED IN A SINGLE EXCHANGE".* We can measure this thanks to the short survey send by e-mail or SMS to each customer who contacts us. Also, by honing the Self-Care tools we contributed to reducing the volume of contact. Far from wishing to reduce contact with its subscribers, Coyote wants to encourage and facilitate it thanks to its resolutely multi-channel approach.

"WE WANT OUR CUSTOMERS, WHATEVER THE COUNTRY OR LANGUAGE, TO HAVE THE FREEDOM TO CONTACT US BY THE METHOD THAT SUITS THEM. THOUGH CALLS ARE THE MAJORITY METHOD, THE CHAT FACILITY IS GAINING IN POPULARITY AND WE ARE GOING TO USE DIABOLOCOM'S CHAT TECHNIQUE POSSIBILITIES TO BRING IT FURTHER TO THE FORE".