

SMOKE

CUSTOMER INTELLIGENCE

DRIVING CUSTOMER EXPERIENCE FOR THE AUTOMOTIVE INDUSTRY

A vehicle is an extension of a consumers image and lifestyle. The experience you offer builds an emotional connection to your brand that is often beyond reason. Our solution helps you listen to what your customer wants and helps you create a customer journey that delights.

Why the automotive industry trusts us?

- We help our customers engage more than 150 thousand vehicle owners annually;
- The complexity of Voice of the Customer (VOC) measurement is removed thanks to dealer & service centre measurement toolkits;
- Results aligned to OEM requirements;
- Real-time escalations provide the information necessary to rapidly recover from service failures and identify the root causes of such;
- POPIA and GDPR aligned practices ensure data protection;
- Reporting on an individual, dealership and regional level enables niche improvement interventions, benchmarking and cost savings.

Our solution makes VOC easy!

WHAT YOU GET

We offer a ready-to-go VOC measurement toolkit suited to any automotive brand or dealership seeking to measure performance, process and overall customer experience through the VOC.



Ready-to-go CX solution that measures what matters



An escalation process configured to your business's hierarchy



Reports for every dealership and department



Improved employee performance and engagement



Great customer experience across your touchpoints



WHAT GETS MEASURED?

VOC is gathered from across the organisation providing real time feedback post transaction. Low scores are flagged and escalated immediately, allowing for rapid service recovery. Metrics can be used to determine areas of excellence and improvement.

Data can be collected at various touchpoints, from service centres, dealer sales and the contact centre producing comparable data on the holistic customer experience across the organisation.



MANAGING SERVICE FAILURES

- The toolkit includes escalations that can be triggered to both centralised or decentralised service recovery teams;
- Escalations are sent to the appropriate supervisor or team enabling service recovery (escalations are set up to mirror organisational hierarchy);
- Escalation workflows are designed according to best practices in terms of reminders and 2nd level escalations, but are adaptable to organisational requirements;
- Standard resolution codes enable measurement and reporting of causes of failures for continuous improvement.



UNDERSTANDING YOUR RESULTS

- The VOC toolkit includes reports designed to provide insight into both operational and CX metrics;
- Reports can be accessed in real-time and/or distributed periodically;
- Reports provide a birds-eye view of collective customer experience within the organisation compared against individual departmental or team scores;
- Enable Managers with a comparative view of their scores to encourage improvement;
- Enable resolution of pain points in individual departments through niche and focused interventions aimed at specific improvements.



BENEFITS OF THE TOOLKIT

- Pre-configured methodology ensures statistically sound and easy to implement measurement;
- Consistent, unbiased VOC measurement enables comparable results across departments and metrics;
- Comparable results allow for the creation of internal incentives to improve quality of customer service;
- Consistently identifying, managing and improving upon pain points creates loyalty among customers, enables compliance and enhances brand image.

GETTING STARTED

We will be with you every step of the way

1. Provide organisational and customer data
2. Confirm escalation paths
3. Confirm authorised access to reporting
4. Start measuring VOC