

# Enabling an Automotive Giant's Strategic Market Plan

End-to-end dealer services and CRM for country leadership

## Client

Our relationship with this leading American automotive icon for 30+ years has evolved from initially offering temporary staffing services, and grown to progressively support a comprehensive CRM portfolio. Today, Concentrix is a true Value Partner with a global presence, supporting our client's business in the U.S., Canada, and Europe.

As the client's sole Canadian CRM partner, our knowledge of its business comes from having worked through multiple different business cycles with its core and subsidiary operations.

## Business Requirement

Following the economic crisis and restructuring of the industry in 2010, all players sought to re-establish competitive advantage. With poor vehicle sales, staff and dealer layoffs, and increased government oversight, our client's strategy focused on:

- Winning the hearts of customers with brand image, industry thought leadership, product design, and research and development.
- Building a world-class dealer network to reinforce and differentiate customer experience competitively "at the last mile."

We partnered consultatively with the client to help achieve its strategic business objectives to:

- Drive customer acquisition and retention.
- Nurture customer advocacy for new products.
- Grow revenues through every dealer and customer touch point despite marketing cutbacks.
- Manage costs with productivity and technology interventions.

We enable this client's entire go-to-market strategy, including customer contact centers, technical assistance for dealerships, order and AR management, warranty claims, and back office services to executives and field offices.

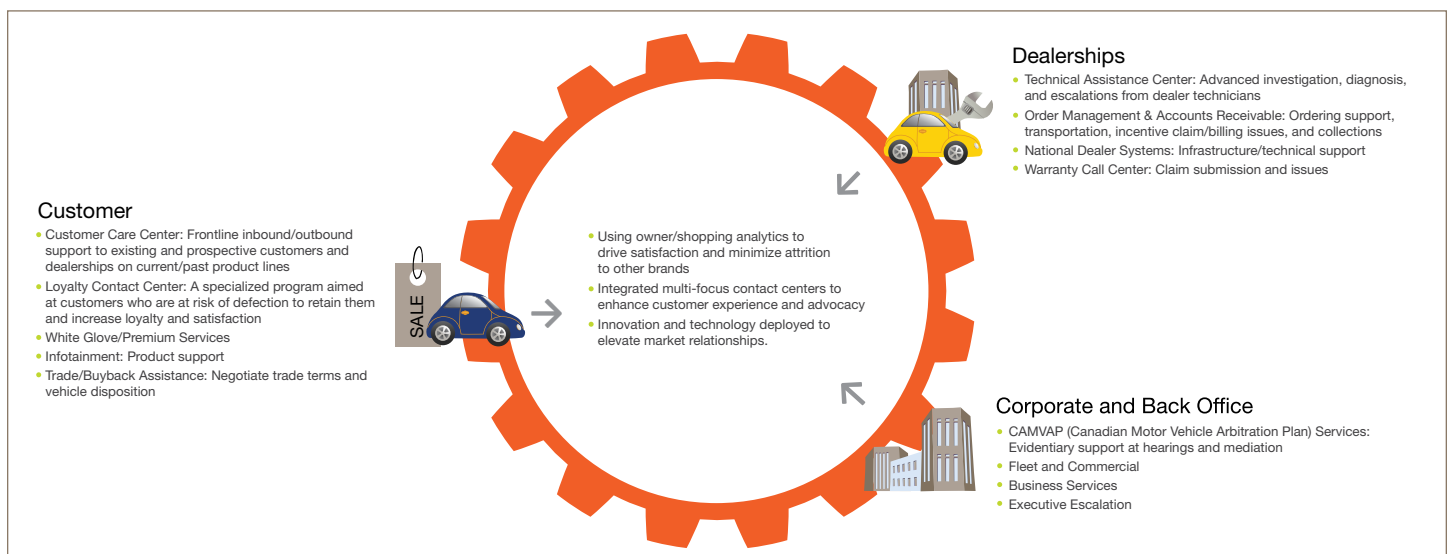


Figure 1: Relationship Overview: Technical Support and Warranty Management

## Our Solution

We provide collaborative support to various regions and departments in achieving their business goals under the new management strategy that focuses on three action pillars:

- **Insight:** Through CONCENTRIX™ business intelligence and advanced analytics.
- **Innovation:** Through the implementation of our virtual assistance tools and social care program offering.
- **Engagement:** Through proactive outreach efforts and premium/exclusive care programs.

Our Customer Care Center (CCC) delivers on Innovation and Engagement, providing current/past product information to customers and dealerships. Advisors deal with issues ranging from sales to service, warranty, and recall. We train them as “universal advisors” to address sales, marketing, service, and even technical issues, so that they operate as “brand ambassadors” to deliver on the client’s strategy of elevating customer experience.

Our Loyalty Contact Center (LCC) takes Insight and Engagement to the next level by drawing from the enterprise data warehouse to identify unhappy, lease-end vehicle owner defection. Advisors then work as a vehicle owner’s “personal champion” within the OEM-dealer organizations to solve difficult issues and restore owner confidence in the brand.

Our Technical Assistance Center (TAC) is another example of premium Engagement, with expert automotive technicians equipped with formal licensing that requires over 100 hours of training annually. These technicians provide advanced investigation, diagnosis, and other support to dealer technicians in over 22 languages.

## Major Results

We manage all outsourced Canadian customer, dealer, and market-facing services and initiatives for this client.

- **Analytics-driven loyalty program contributes \$175 million in revenues:** The LCC has consistently turned in sterling results in converting lease-end or unhappy customers. Last year, 8,800 vehicles were sold to such owners (93% without financial offers), helping to not only retain them as customers, but also adding valuable incremental revenues and market share. Our program is also a prime catalyst for driving business to dealerships countrywide.
- **Increased owner recommend/repurchase rate to 74%:** While the CCC is at the forefront of customer interactions, our “360-degree customer view” approach, integrated with various CRM programs (e.g., our proactive care, premium/white glove services, technology and channel upgrades, including social/mobile care and speech analytics implementations) has grown this OEM’s recommend/repurchase rate from 53% to 74% over the last two years—the best among auto OEMs in the country.
- **Successfully handled an average of 148% of normal forecast volumes:** In 2014, we were asked to repurpose our care and loyalty teams to assist with a long-term spike in volumes. The highest in the year in July was at 211% of normal volumes.

We have integrated all key programs to develop a 360-degree view of owners and vehicles, enabling the client’s customer experience management strategy and business vision as a true partner. chnicians in over 22 languages.

To learn more, please contact us at [inquiry@concentrix.com](mailto:inquiry@concentrix.com) or visit [www.concentrix.com](http://www.concentrix.com)

### ABOUT CONCENTRIX

Concentrix, a wholly-owned subsidiary of SYNnex Corporation (NYSE: SNX), is a leading business services company. We focus on customer engagement and improving business outcomes for over 450 global clients across five continents. Our 100,000+ staff deliver technology-infused, omni-channel customer experience management, marketing optimization, digital, consulting, analytics and back office solutions in 40+ languages from 125+ delivery centers. We serve automotive; banking and financial services; insurance; healthcare; technology; consumer electronics; media and communications; retail and e-commerce; travel and transportation; and energy and public sector clients.