



# A CUSTOMER SUPPORT TO A JAPANESE AUTOMOTIVE MANUFACTURER COMPANY

## Project Overview

Client is looking for a contact center that can support a 24/7 operation and to increase customer convenience and satisfaction through different channels (Phone, Email and Chatbot)

## Industry

Automotive

## Start Date

July 2020

## Channel

Phone, Email and Chatbot

## Services

Inquiries, Complaints, Booking, Emergency

## Language

English, Tagalog

## HOOP

24/7 operation

## Organizational Structure

(1) SV, (1) QA, (1) RA, (1) TL and (15) AG

## Site

transcosmos Asia Philippines

## Challenge

Client wanted to enhance their customer relationship at customer touch point with the presence of Chatbot channel to their official FB Page

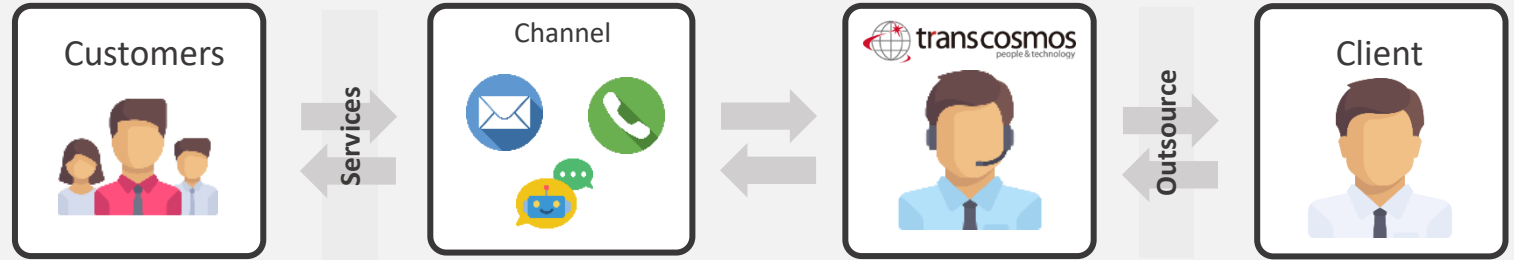
## Solution/Initiatives

Chatbot integration on their official Facebook Page, initially focusing on handling automobile inquiries in 2020. The expansion to include motorcycle inquiries occurred in the middle of 2022

## Insights

- ✓ 161% increase of sales related inquiries
- ✓ Chatbot contributed to increase customer touch points and sales related inquiries
- ✓ There's a significant increase on the sales conversion for automobile and motorcycle from 2021 to 2022, attributing this success to the Chatbot's presence on their Facebook page as an additional channel for customers to submit sales inquiries

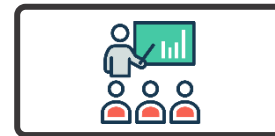
## Process



## Ops Initiatives



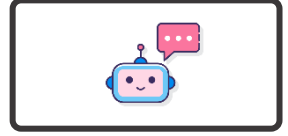
Weekly Calibration of QA, Ops Team and Client for alignment of processes



Cross Trained Agents



Shift schedules are aligned with the incoming volume (trend) considering hot and lean intervals



Integration of Chatbot to cover more inquiries

## Result

