



Call Centres

Benchmarking & 'Best Practice' Capture



The Challenge

Renault operate a number of Europe-wide call centres dealing with customer enquiries and requests for information. Whilst each call centre was performing in its own right, the systems and processes employed varied greatly across the locations, and there was a need to create more standardised operations deploying 'best practice' in their methods and approaches. Renault-Nissan Consulting was chosen to support this initiative.

What our client says about us

"Thank you for your efficient assistance and work on this project. This is clearly a huge task that has been accomplished very well in a limited time".

Head of After-Sales,
Renault France.

The Solution

The UK call centre was deemed to demonstrate the most consistent 'best practice' in their processes and methods and, with this identified, Renault-Nissan Consulting was chosen to 'benchmark' their operation and capture all best practice within a definitive reference guide which could be used by all call centres to align their ways of working appropriate to country-specific legislation and cultural nuances.

A process of observation, interviews and process / data capture was employed by the consulting team to gather the UK's working practices and this was presented within the reference guide in a manner which made it both highly usable and in a format suitable for translation into the local languages of the call centre network.

The guide has now been issued to all call centre management teams to enable them to initially compare their current operations with the best ways of working recommended. A diagnostic exercise will be carried out to identify additional support needed to help the call centres make the transition to the new processes and methods.

The Results

- ✓ **The project carried out on time and within budget to very tight delivery timescales**
- ✓ **All project goals achieved without disruption to the day to day operation of the UK Call Centre**
- ✓ **Best practice captured within a reference guide to ensure maximum working efficiency across all Europe-wide operations**

Key Success

- **This very detailed project was carried out by a small team of consultants operating across countries in a coordinated and complementary manner**
- **Client satisfaction is high and further improvement activity is planned with Renault-Nissan Consulting playing a supporting role**