



Customer Contact Centre

Creating a performing telephone contact centre network

The Challenge

Lookers operated its nationally-based contact centres as autonomous units, with very varied approaches to customer handling and system usage. The lack of central management and direction of the 7 separate centres resulted in:

- A lack of effective usage of customer contact system functionality, with a resulting impact on the time needed to analyse and collate operative performance
- No sharing of 'Best Practice' across the contact centres, meaning the re-creation of solutions to issues already in place at some centres
- Poor staff retention within some centres due to a lack of management direction and performance review methodologies
- Ineffective and inconsistent approaches to staff development and training, leading to the poor retention of skills and their implementation in customer-facing situations

All of these issues were identified during the contact centre analysis visits undertaken as an integral element of this successful project. Renault-Nissan Consulting were therefore engaged to help define an effective solution which could be adopted and taken forward by the client's internal team.

What our client says about us

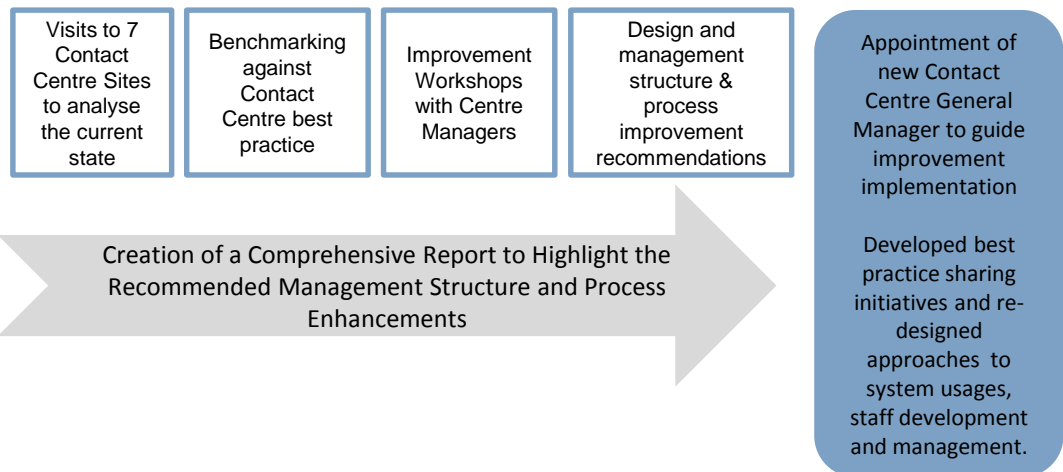
"Thanks again for bringing your wide ranging skill sets to our businesses. I found your recommendations extremely helpful and they have helped us to crystallise the path we need to follow."
Operations Director, Lookers plc.

The Solution

- Analysis of national telephone contact centre activities and approach
- Benchmarking against contact centre 'Best Practice' across industry sectors
- Report and recommendations on improvement initiatives to enhance customer satisfaction and staff retention
- Plan for management re-structuring to drive the improvements recommended

The Results

- ✓ **Appointment of new contact centre general manager to guide improvement implementation**
- ✓ **'Best Practice' processes and procedures introduced to improve customer satisfaction ratings**
- ✓ **Creation of cross contact centre teams to share good ideas and customer intelligence**



Renault-Nissan Consulting were engaged to support Lookers in their approach to contact centre performance improvement and structuring of the management necessary to drive ongoing improvement initiatives and share the 'Best Practice' already present within the diverse contact centre locations.