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Customer Experience

Improve customer service

Platinum Bath

The Challenge

To develop, procedures and controls to improve the overall customer experience within a dual franchise dealer.

The Solution

Initially, a diagnostic was carried out to establish the gap between 'Best Practice' procedures and those currently in place.

- In addition, the way in which customers perceived their experiences were reviewed in order to verify the difference between their expectation and the service delivered
- A standard set of procedures were developed for the dealer taking into account the size and constraints of the site but at all times meeting the aspirations of the customer
- Staff were trained based on the new procedures and received on-site coaching
- Management of the results utilised key management focus techniques and analysis of customer comments gained from follow-up calls
- At each stage of the programme covering a 6 month period all staff were kept fully involved and were encouraged to embrace any changes

The Results

- ✓ **Customer satisfaction based on definitely recommending a friend, increased by 23.4% points (Renault specific), well above national average**
- ✓ **Front line service advisors worked closely with technicians to enhance communication with customers**
- ✓ **Processes were monitored and results shared with all service staff**
- ✓ **Customer verbatim re-affirmed the improvements achieved with a clear comparison from previous visits to the present experience**

Key Success

Customer service is based upon a common set of values which have now become routine within the service department at Platinum Bath