

Auto Dealers find Partnering with Transcom a Rewarding Experience

Business Challenge

In the highly competitive world of Car Sales the Customer is King and the returning customer is, well, something even better. Revenues generated at the service counter return a high margin profit for independently owned dealerships. The challenge is how to effectively develop customer loyalty in a low cost manner when all kinds of options for service are available at all kinds of price points.

Our Client who is a Marketing provider for a world renowned automaker, working with Transcom for timely delivery of quality calls for the North American Market on behalf of the automaker, made the business case for a dealer supported program based on increased parts sales less the cost of this program.

Transcom Solutions

Quite simply, the program consists of contacting new and used car purchasers at a number of points during the car's lifetime maintenance schedule. There is the contact that welcomes the customer as a client, a follow up service contact to set appointments at regular intervals, contacts for missed appointments, service reminder contacts as well as ad hoc contacts. Dual purposing these calls with database maintenance bring value to the client even if the customer is reluctant to return for service.

The potential for growth was apparent in the early discovery stages of this campaign and ramp up was completed in 3 months. This case study, exemplary of the philosophy that guides Transcom's vendor/client relationships, is a textbook example of a WIN-WIN-WIN situation. Client, company and staff are all stakeholders and are all winners on this campaign.

Achieved Results

For every \$1.00 spent in this program, dealerships have enjoyed on average, sales that amount to 6.4 times the investment amount. In the very first year that our Client began a program of calling the proud new owners of their fine automobiles, the amount collected in Service Department coffers rose by 100%.

Like many successful programs, this one started small with 16 dealerships representing some 22,000 customers. Steadily, the program attracted interest throughout the dealer network and the month over month adoption rate increased on average by 15% to where there are now 532 dealers representing over 700,000 customers.



Facts: Global Automaker

Founded in 1934

Sales of over \$100 Billion annually

11 new models introduced last year

One of 50 Top Global community conscious organizations

1.1 million vehicles Sold in 2007 in North America

Facts: Transcom North America

Established in 1996

Prior to acquisition in 2007 by Transcom Worldwide S.A. was Canada's largest privately held third party service provider

Complete CRM and collections service for the full life cycle of the customer

Robust interactive voice recognition platform

150 International and domestic clients

17,000 employees in 30 countries