



**ENHANCED OMNICHANNEL CX AND  
REVENUE BOOST FOR AUTOMOTIVE**

# case study



## AUTOMOTIVE COMPANY REVS UP REVENUE WITH OMNICHANNEL CUSTOMER ENGAGEMENT

### **CHALLENGE: Break Down Silos of Customer Engagement**

Ensure that each and every customer gets the best possible experience whether that's in the company's retail locations, on the phone, or via email, social media, or chat.

### **SOLUTION: A Unified Omnichannel Experience**

Created an engagement strategy encompassing consulting services, omnichannel engagement and customer intelligence analytics to deliver the kind of consistently superior brand experience that would positively influence customer propensity to purchase.

- **Phase 1: Crawl:** Create an efficient operating model for omnichannel customer care
- **Phase 2: Walk:** Turn customer care into a revenue-generation center
- **Phase 3: Run:** Improve loyalty, reduce churn, and increase customer lifetime value

### STUNNING RESULTS

Achieved 200% ROI During 3 Year Partnership

- 72% decrease in cost per engagement from \$12.54 to \$3.54 while growing number of engagements
- \$10.57 revenue per contact
- \$10M annual engagement-influenced revenue
- \$7.2M annual matchback retail revenue
- \$4.5M annual post-engagement revenue from retained customers