SUPERBOT™

Revolutionising Calling

>> **HOW SUPERBOT HELPED A CAR SERVICE CENTRE IN DELHI NCR TO INCREASE ITS ROI?**

POWERED BY

pinnacle works

OUR ROLES

Technology Consultant

IT Solution Providers

→ SUMMARY

Automobile Industry makes the second largest sector of India's GDP. But apart from Showrooms, and direct car sellers, the service centres holds a large share of this sector. There are 100+ Car Service Centres in Delhi NCR, out of which one of the leading centre having 4 service centres across Delhi NCR was our client.

With lockdown getting imposed, the revenue of the outlet took a huge blow. And as soon as the lockdown was lifted, in order to get the business, he was looking forward to generate leads from its regular customers as well as to improve customer satisfaction.

For taking care of the same, he always had a team of 5 agents whose main job were to call the customers to -

◆ Take their appointments

◆ Remind them about their upcoming/due car service

◆ Collect post service feedback

Although the lockdown was lifted, the agents haven't resumed working full fledgedly. They were still preferring work from home and the pace at which the client was trying to get the business was not possible with the agents being unavailable.

- There were more than 400+ cars which used to get serviced combining all the four centres, before the lockdown.

- Now was the time to generate business by reaching those customers with reminder calls for their due or upcoming car service.

- As well as the timely feedback call was also required for enhanced customer satisfaction.

- But with 5 agents paying even 50 calls a day combining the feedback and reminder calls, were able to meet only 250 calls per day, while the demand of the hour was comparatively too high.

Also with the business not generating revenue for 3 months, it wouldn't have been a wise step, to invest more in hiring and expanding the infrastructure. And, therefore the growth of the business came in a questionable stage without any additional expenses.

≫ SOLUTION

We have always believed that for businesses to grow, they need to adapt intelligent ways of meeting their needs. Where Humans do the Smart Work and machines do the Smart Work. Seeing the problem in hand, SuperBot seemed the best solution for meeting all the needs. With its easy training and inbuilt intelligence, the bot was capable of paying 10000+ calls in a day with different sets of queries and responses.

≫ AIMED AT

- Paying the service feedback call without any fail to all the customers within 24 hours of their car delivery.

- Paying reminder calls to all the customers (including multiple attempts in case of call back request or not connected) for their upcoming car service. As well as making the booking request.

- Paying confirmation call for the scheduled service bookings.

A total of 11000+ unique calls were made for feedback collection.

A total of 10000+ service reminder calls were made out of which 950 people made an instant booking, while 1720 showed interest and requested a callback.

All the aforementioned results were attained at 1/10th the cost of the conventional method.

*The above-mentioned statistics are for the calendar month of November 2020.

▶ CLICK TO HEAR SAMPLE AUDIO FOR SERVICE FEEDBACK COLLECTION

▶ CLICK TO HEAR SAMPLE AUDIO FOR SERVICE REMINDER & APPOINTMENT BOOKING

DIGITISATION

AUTOMATION

INTELLIGENCE