

How Renault used SMS-Magic to provide excellent customer service via text messaging



Personalised attention resulted in **higher customer satisfaction**



Prompt customer responses **accelerated the service process**

Established in 1898, Renault is a multinational, multi brand group with a presence in more than 120 countries. As of Dec 2016, the group's revenue amounted to €51.2 billion, with an operating margin at 6.4%.

Problem

Renault wanted to provide a convenient service channel to its customers through which customer care agents could send status updates of the vehicle issues reported by the customers. It was difficult to get a response from the customers if they were called from unknown numbers.

This led to missed appointments.

Solution

Renault implemented text messaging for their contact centers across the UK. They also provided a mobile number on which customers could text their queries. Here is how Renault used SMS-Magic messaging platform to provide excellent customer service:

- ✓ **Sent personalised text messages as a reminder for scheduling calls**
- ✓ **Recorded high response rate on messages sent as appointment reminders for health checkup of vehicles**



Updated customers about vehicle status via messages



Sent automated text messages to collect customer feedback

- **Prompt customer responses accelerated the service process.**
- **Integration with CRM helped in tracking all text communication**
- **Personalized attention resulted in higher customer satisfaction**
- **Text history helped in getting agent up to speed on the issue**



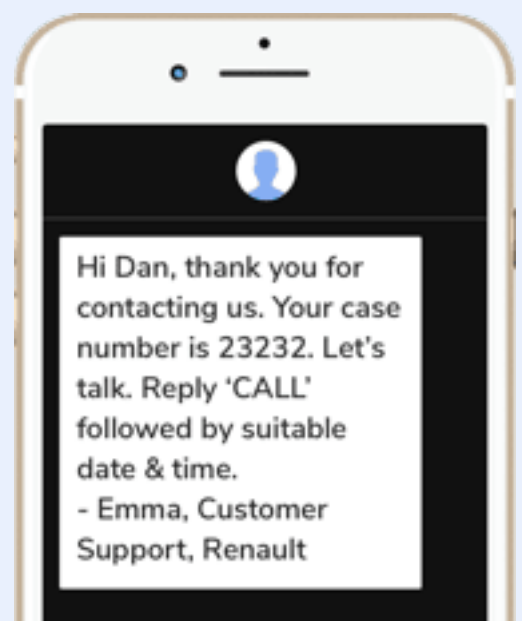
Driving conversations through messaging



Requesting a suitable time for a call

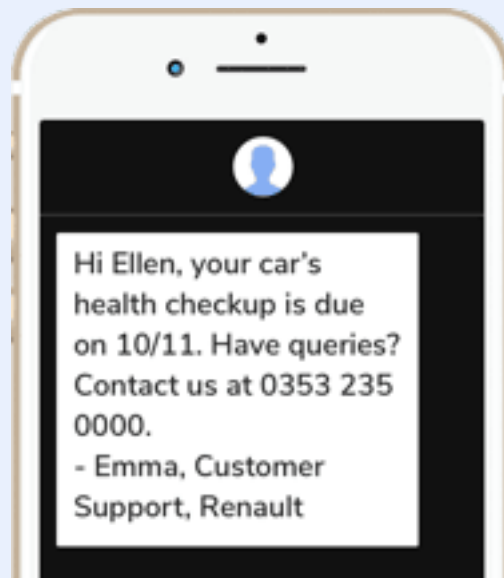
Many times, the customers would not pick up calls from unknown numbers. The Renault team used text messaging to resolve this issue.

Here's a sample message the team used:



Missed appointments have an opportunity cost associated with them. To avoid customers missing their appointments, Renault used text messaging.

Here's a sample message the team used:



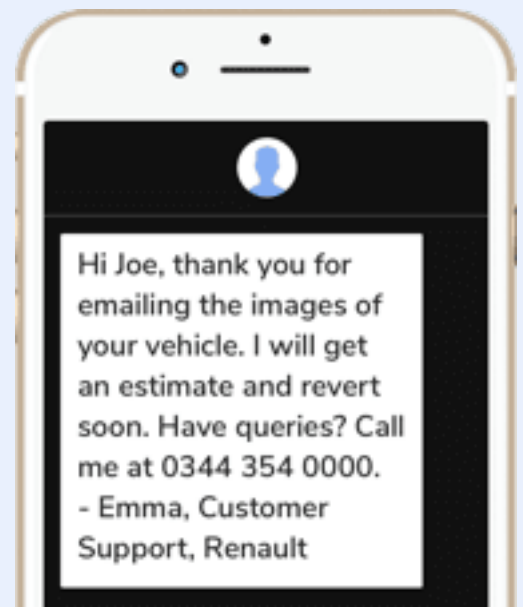
**Reminders
for health
checkup of
the vehicle**



**Update
customer
about their
case status**

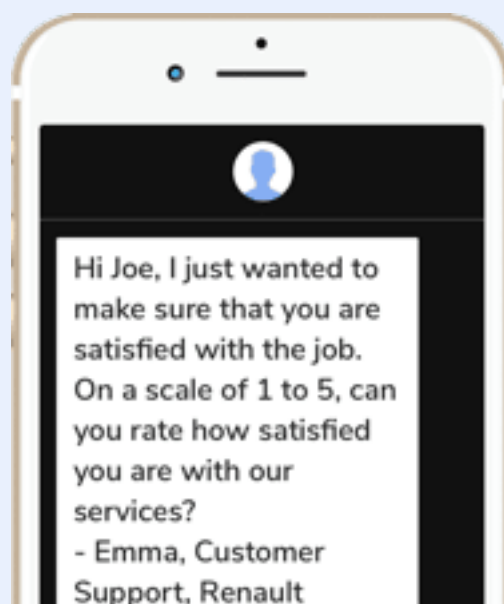
The Renault team used messaging to keep the customers informed about the status of their vehicle.

Here's a sample message the team used:



As soon as a job was complete, an automated text was triggered to get prompt feedback.

Here's a sample message the team used:



**Get
Feedback**