



CARSHOP TRANSFORM THE CUSTOMER EXPERIENCE WITH TRUE MULTI-CHANNEL RETAIL

CarShop is the UK's leading car supermarket with a strategic agenda where digital technology and customer experience is center stage. They operate 5 physical stores in Cardiff, Doncaster, Northampton, Norwich and Swindon as well as a customer contact center in Doncaster and retail more than 25,000 vehicles per year.

While previously providing a consistent customer experience, CarShop knew its processes could be more efficient and they needed to provide the seamless, omni-channel experience consumers now expect.

The business had previously relied upon manual, paper based processes and disparate systems to manage different stages of the purchasing process. This disjointed approach meant that customer data existed in siloes and it was difficult to share important information across the business at each stage of the customer journey.

Following a rigorous review process, CarShop selected IFS as a technology partner as they felt that not only was its off-the-shelf solution highly customizable to the individual needs of the business, IFS's contact handling solution could integrate all of CarShop's existing customer channels including phone, email and web chat into a single, intelligent platform.

Agents in the contact center are provided with an advanced desktop solution that presents all the relevant information on the customer including all contact details, previous purchase history, previous contact history as well as any record of other visits or enquiries made. This enables the agents to find, update and progress a customer enquiry more efficiently and effectively than before, significantly improving the customer experience.

“The contact center had no way of communicating customer information easily to the stores, which meant customers who had made an enquiry online or via telephone prior to visiting a store often found themselves repeating information that they had already provided. Not only did this conflict with the business's strategic agenda, but it also limited the opportunities for increased revenue as the sales team struggled to effectively manage the pipeline of leads.

Leo Nelson, Marketing Director

ABOUT CARSHOP

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www.carshop.co.uk



BENEFITS

- Significant shift in business performance since transforming their business processes and customer experience technology
- The contact center team have improved their outbound calling by 22%
- Improvement in sales conversion
- Custom reports enabled the management team to effectively manage key performance metrics to help improve the customer experience on an ongoing basis

To extend the visibility of this valuable customer data to the sales team in store, IFS integrated with CarShop's existing systems to provide a CRM downstream with a bespoke API designed for its in-store PoS system (vision terminals).

The solution from IFS has enabled CarShop to blend the digital and physical environments of the customer journey. Each customer touch point is now joined up and information is effortlessly shared across the business for full visibility of each and every customer. A customer is now able to walk into a store and simply pick up from where they left off with any previous interaction, whether that be online, the contact center, or in another CarShop store. The link is unbroken and the customer receives a personalized customer experience every time.



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The vision terminals have allowed the team to move away from their previous manual processes by providing them with access to all customer information on an intuitive touch screen user interface that seamlessly leads them through the purchasing journey. Therefore when a customer walks into a store, the sales team are equipped with all the information they need to seamlessly progress the customer's enquiry.

Darren Laughton, Head of IT, CarShop

Further information, e-mail to info@ifsworld.com, contact your local IFS office or visit our web site, IFSworld.com

