

## Case Study

### Now Vauxhall Overflow - 7 days a week



Now Vauxhall has become one of the top Vauxhall dealers in London, providing excellent service and stocking the complete range of Vauxhall vans and cars, including the exciting and sporty Vauxhall VXR range.

The group was formed in 2006 and consists of 5 locations with an objective to become the leading retailer within the M25 by offering an exceptional experience.

#### The Challenge

Now Vauxhall customer care is dedicated to the customer and to ensure that every aspect of customer service is achieved from every area of communication within the business.

Ensuring customer calls are always answered and all enquiries captured was the challenge along with achieving increased profits.

#### The Solution

Now Vauxhall took advantage of the 1 week free trial offered by Armchair and after just a few simple steps was immediately able to divert callers who would have normally encountered a delayed response, engaged tone or an unanswered call.

Customers are greeted in Now Vauxhall's name and in the same professional and courteous manner they would have received from the dealership's receptionist. The messages are instantly forwarded to the

'The Armchair overflow receptionist service acts as if it's our very own profit centre and an essential part of our ongoing success.

No dealership should be without this indispensable system, which also plays a major part in our customer retention.'

#### **Jon Taylor, Managing Director**



dealership and the customer experience is totally seamless.

By combining the Armchair overflow receptionist team with that of Now Vauxhall, a customer call is never missed and all customers get through on their first try, proving a reliable hassle-free overflow system.

This also contributes to improving staff productivity, customer retention and overall satisfaction as well as giving a leading edge over rivals and competitors.