



AUTOMOTIVE CASE STUDY



Audi

Building customer trust and loyalty is a critical focus for any car dealership so what happens when a customer claims that their car has been damaged by a member of your service team whilst in for a service at your dealership?

THE CHALLENGE

Often pre-existing damage is only revealed to the customer once their car has been cleaned and returned to them. Faced with the choice of challenging the customer that the damage was caused before the vehicle came into the dealership but the dirt covered the problem, or repairing damage not caused by the service team to simply keep the customer happy, many dealerships settle for the latter at their expense. Either way customer loyalty can be damaged.

THE SPECIFICATION

High resolution digital IP cameras are placed in the well-lit, drive-through areas in dealerships, capturing side, top and rear high definition images of the vehicle as it arrives. These images can be attached to customer records in the database and retrieved should the customer report any damage to their vehicle.

THE OUTCOME

Not only have official customer complaints of damage dropped significantly but customer loyalty has increased. The captured images are such high quality, dealerships are able to show the customer the video of the pre-existing damage at the point of entry to the dealership, providing robust visual evidence.

Furthermore, as pre-existing damage can be recorded there is now the opportunity to increase sales to repair damage for a customer.

With such a reduction in customer complaints, premium and busier dealerships can now focus on driving sales and customer loyalty with many dealership intending to roll out Car Condition Capture Systems to more sites.

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