



Colmobil deploys KMS Lighthouse to improve customer and agent experience

BACKGROUND

Colmobil's was established in 1906 in Israel. Since 1963, the company's was granted the rights to import Mercedes-Benz vehicles. Later, in 1988 Colmobil became the official importer of Mitsubishi and in 1994 of Hyundai too. Today the Colmobil Group, the importer of Mercedes, Mitsubishi, Hyundai and Smart, is one of the leading Automotive companies and the largest importer in Israel. It operates 10 showrooms, 59 service centers across the country and employs over 1,000 people.

CHALLENGE

Prior to KMS Lighthouse implementation, Colmobil's did not have a contact center per se, but as an outsourced service from a 3rd party that was using a different knowledge management solution. This caused prolonged calls to the contact center, as well as non-unified answers when trying to divulge the same information from different representatives. In addition the company did not have the means to support all of its products in house.

GOALS

- 1 Attaining a unified service center for handling most of the Company's end customers.
- 2 Providing availability of information and short response time

SOLUTION

By deploying KMS Lighthouse, Colmobil was able to overcome all the shortcomings they had prior to the use of KMS, as well as achieving their main goals in providing unified service center for handling all customer support issues accurately and fast.

Following the implementation of Lighthouse, Colmobil saw improvements in the bellow areas:

- Rise in customer satisfaction and overall better customer experience
- Faster and more accurate information retrieval processes
- Improved "First Call Resolutions"
- Reduced total call duration and average holding times
- Reduced training curve for new agents on procedures, regulations, rates, products, etc.
- Reduced interactions in which inaccurate information had been provided to consumers



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THE RESULTS

Achievements:



15%

Reduction in average time spent in a customer call



50%

Reduction in average agent training times

MAKE YOUR CUSTOMERS SMILE

Less than 1 second to knowledge

