

VERINT®

Customer case study



Sector:
Automotive

Solution:
Knowledge Management
- Contact centre and Self-service

"The single biggest driver of customer satisfaction, by far, is ease. Combining self-service knowledge with the transformation of our customer interaction centre and website gives us the confidence to say: 'buying and enjoying your BMW just got easier'."

General Manager, Group Customer Strategy
BMW Group and Financial Services UK



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KNOWLEDGE AUTOMATION FOR A SMOOTH CUSTOMER JOURNEY

VERINT

-50%
REDUCTION IN AGENT TRAINING TIME

98%
FIRST CALL RESOLUTION

+20%
RISE IN CSAT SCORE



BMW IMPLEMENTED VERINT KNOWLEDGE MANAGEMENT TO PROVIDE A CUSTOMER SERVICE EXPERIENCE THAT BEFITS THE VALUE AND REPUTATION OF ITS BRAND.

250
AGENTS IN BMW'S CONTACT CENTRE.

BMW'S SOLUTION USES A CENTRAL KNOWLEDGEBASE TO SUPPORT THREE KEY CUSTOMER TOUCHPOINTS: CUSTOMER SELF-SERVICE, CONTACT CENTRE AND CAR SHOWROOM.

140
COUNTRIES BMW OPERATES ACROSS.

4,000,000
CONTACT CENTRE ENQUIRES RECEIVED EVERY YEAR.

RESEARCH AND DECISION MAKING

14 HOURS

AVERAGE TIME TAKEN TO RESEARCH MODELS, CHOOSE AND COMPLETE PURCHASE.
Autotrader survey.

2/3

OF THAT TIME IS SPENT ONLINE.
Many customers decide on the model they want before even entering a showroom.

IN 2019 9%

OF VEHICLE PURCHASES WERE COMPLETED ENTIRELY ONLINE.

PURCHASING

AFTERSALES

AUTOMOTIVE SALES ARE HIGH VALUE. CUSTOMERS EXPECT SERVICE TO BE COMMENSURATE WITH THEIR OUTLAY.

TODAYS CUSTOMERS EXPECT A SEAMLESS OMNICHANNEL EXPERIENCE WHEN CONTACTING A MANUFACTURER OR DEALER.

AFTERSALES PURCHASES ARE TYPICALLY PROMOTED BY SOMETHING GOING WRONG; A CUSTOMER IS LIKELY TO FEEL STRESSED, AND NEED A SMOOTH RESOLUTION.

DIGITAL CHANNELS ARE CRUCIAL FOR AUTOMOTIVE AFTERSALES CARE.

SERVICE AND SPECIFICATION

VEHICLE SALES INVOLVE HIGHLY TECHNICAL INFORMATION.

BEFORE PURCHASE, CUSTOMERS WANT TO ASK ABOUT SPECIFICATIONS AND CUSTOMIZATIONS.

CREATING A SMOOTH CUSTOMER EXPERIENCE CAN BE A CHALLENGE AND REQUIRES A GLOBAL STRATEGY.

AGENTS AND SALESPEOPLE NEED ACCURATE ANSWERS READY TO HAND, AND NEED TO STAY ON-HAND OF MODEL RELEASES AND INDUSTRY DEVELOPMENTS.



The background

"BMW continuously challenges itself to offer the best customer experience."

With its three brands, BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services.

As part of its competitive strategy, BMW continuously challenges itself to offer the best customer experience. It focuses solely on premium products and services and prides itself on its ability to **anticipate customer needs** and make them a reality.

As a global company, the BMW Group operates 31 production and assembly facilities in fourteen countries and has a global sales network operating across more than 140 countries.



The challenge

Digital transformation is having a radical impact on consumer behaviour.

The most obvious impact in the motor industry has been how customers research car and aftersales purchases and customer support. A significant proportion of customers prefer to do all of their research online; with car buyers frequently deciding upon their preferred model before they ever set foot in a showroom.

For BMW, this means that the online experience has to live up to the premium-brand expectations of its customers.

“...the online experience has to live up to the premium-brand expectations...”

While the main driver behind the knowledge management programme was the online experience, BMW set out to identify a single source of knowledge for staff and customers alike, across all its touchpoints.

The solution needed to provide ease of access to consistent, accurate information; whether it was being used in self-service mode by the customer, as part

of an advisor-assisted engagement in the Customer Interaction Centre (CIC), or by staff in retail stores. BMW sought an ‘Online Genius’ to complement its human counterparts in stores and at the CIC.

With more than six million customer interactions managed annually by the CIC, BMW also sought efficiencies from their knowledge management solution. In particular, BMW was looking for improvements in advisor training and onboarding, plus an increase in call and email deflection to self-service where preferred by the customer. Evidence showed many customers expect to be empowered to access information for themselves instantly and 24/7, and that where customers want to deal with advisors at the CIC or staff in retail stores, they expect to be dealing with expert consultants. With increasingly complex products and services, keeping staff up to date is becoming more and more challenging.



The solution - Verint Knowledge Management



“Knowledge Management provides the flexibility and enterprise-grade infrastructure businesses need to rapidly deploy smarter solutions.”

BMW's self-service page - Online Genius.

BMW selected the Verint Knowledge Management platform for next-generation knowledge. Powered by advanced computing technologies, Knowledge Management enables people and machines to interact more naturally to extend human expertise and cognition. It provides the flexibility and enterprise-grade infrastructure businesses need to [rapidly deploy smarter solutions](#).

The initial phase of the deployment has seen the creation of the BMW Online Genius for its CIC.

Verint's Professional Services team worked with BMW, [sharing knowledge strategies and best practices](#), to identify and collect the content required to support the customer journey, including product specifications, configurations, pricing, policies, procedures, etc.

Starting in the CIC, BMW then rolled out to web self-service and the retail network, where Knowledge Management is being used to transform the way customers and staff find, consume and share knowledge.

The rollout



The first of a series of phased implementations went live in the BMW UK & ROI Customer Interaction Centre. With around **500 agents handling six million customer contacts per year**, the CIC is a major contact point for BMW Group customers and its retail partners across its vehicle brands and financial services. It includes being the communications hub for BMW ConnectedDrive, BMW's state-of-the-art in-car connected services.

The solution has supported BMW Group's transition to a new, future-oriented CIC solution, aiding new staff to find accurate and timely information within an easy-to-

use system. The solution has provided staff with a single and consistent source of knowledge to support 'right first time' answers and levels of customer service.

The next phase was the launch of BMW's Online Genius for customer self care which will be followed by adaptations for its MINI and motorcycle brands.

"...a single and consistent source of knowledge to support 'right first time' answers..."

The future



"Providing an exceptional customer experience is crucial to the continued success of our business. Verint's proven technology and exemplary customer list gives us huge confidence and we're looking forward to the future".

General Manager,
Group Customer Strategy
BMW Group UK
and Financial Services UK

The self-service solution will be integrated with the CIC chat facility to ensure a seamless transition if the customer wishes

"By understanding intent and context, the solution can present the right results..."

to switch from self-service to agent-assisted service, as well as with other digital touchpoints to provide both reactive and proactive information to customers.

The self-service solution will store and recall information in the same way the human brain thinks. By understanding intent and context, the solution can present the right results, even if the words in the article don't match the words in the query.



VERINT[®]

Verint Systems Inc.

175 Broadhollow Rd, Ste 100
Melville, NY 11747

+1 (800) 483-7468

+1 (631) 962-9600

fax: +1 (631) 962-9300

www.verint.com

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