

HALL AUTOMOTIVE

Hall Automotive Accelerates Customer Relations with inContact

» Hall Automotive, a group of 14 multi-franchise auto dealerships located throughout Virginia and North Carolina, knew they wanted to improve their ability to interface with their customers and enhance their overall experience, especially when that experience included contacts with multiple Hall dealerships. To reach their goals, they turned to an inContact solution including Automated Call Distributor (ACD), Computer Telephony Integration (CTI), and Interactive Voice Response (IVR) technologies. **The inContact solution has helped Hall Automotive create a complete customer centric system that »interfaces with multiple CRM and back office systems, »increased production by 350 percent while cutting the price-per-call from 83 to 23 cents and »allowed for significant expansion from 14 to 63 dealerships.**



Business

14 multi-franchise auto dealerships
hallauto.com

Challenges

- Help agents focus on customers, not technology
- Integrate multiple CRM systems, back offices, and a centralized contact center
- Avoid embarrassing information gaps
- Efficient contact follow-up
- Match seasonal influx/decrease in auto sales contacts
- Flexible system must allow for continued expansion

Results

- Customer interface enhanced on every level
- Call time decreased from 5 minutes to 1 minute 23 seconds per call
- Ability to see complete story behind multiple contacts
- Simple scalability matches seasonal fluctuations
- Gained a 350 percent increase in production
- Market response time down from 3 months to 1 day
- Plan in process to expand CIC from 14 to 63 dealerships
- Cost per call cut from 83 cents down to 23 cents
- Increase agents' calls-per-hour from 12 to 43
- inContact software completely integrates with in-house development

Integration Drives Increased Communication

When Corran Ashby started work as the Contact Center Manager for the Hall Automotive Customer Information Center (CIC) almost four years ago, he brought with him knowledge of a company he appreciated: inContact. So when Hall Automotive wanted to improve their customer's multiple contact experiences with all 14 of the auto dealerships under the Hall umbrella, Ashby knew where to look.

The challenges facing Hall Automotive were complex. Customer information was segmented and distributed throughout the CRM system at each dealership. Call center agents lacked the technology to synthesize this information and customers would receive multiple, unrelated service calls as a result. However, when an agent can see that a customer has visited three different dealerships and examined SUVs each time, a different story emerges—the customer is researching SUVs, and with that knowledge, an agent can provide a single, informed follow-up call rather than risk annoying the customer with three separate follow-ups.

Ashby and his team worked to integrate the inContact solution with the dealerships' CRM systems as well as multiple back office systems. Ashby's team developed sophisticated in-house software that integrates completely with inContact. What emerged was a single CIC capable of advanced, coordinated contacts that actually improved the customer relationship. The inContact solution includes ACD software that instantly routes contacts to the right agent with the right information, CTI to empower CIC agents by providing comprehensive customer information, and IVR software to simplify intelligent call flows and improve customer satisfaction.

Now, Hall Automotive customers can contact the group through a wide variety of integrated technologies: phone, email, text-

messaging, blogs, chat, and even social media such as Facebook and Twitter. “However a customer wants to communicate with us, we want to be available to them,” Ashby reports. “We use the availability within inContact to route based on the customer’s requirement. We view inContact as a resource scheduler for the human body. When there needs to be a human interaction with a customer, inContact is our way to deliver that interaction.” As a result, agents increased their hourly call rate from 12 calls per hour to 43, resulting in a 350 percent increase in production and a 73 percent drop in the price-per-call. As Corran observes, “That is a great ROI when you handle over twenty thousand calls per month!”

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Call Center Manager
Hall Automotive

Turning to Benefits

Currently, the CIC has 18 employees who handle 5,000-5,500 monthly inbound calls along with 45,000 to 50,000 monthly outbound calls. “For Hall alone we have over 600 toll-free numbers,” says Ashby. “Thanks to skills-based routing within inContact, we’re able to make sure agents are well-versed on each particular call.” Ashby sees several benefits to the inContact solution: “First, agents get a reliable platform that allows them to do their job without worrying about the quality of the phone call or email failing them in any way. Second, it’s an easy piece of software to use and doesn’t require extensive training, yet it has all the bells and whistles we’ve ever needed to perform our jobs.”

These benefits extend to the customers themselves. “The fact the customer never knows we’re using very sophisticated software to make these phone calls seem easy is a real positive attribute to inContact. The agent is not so busy worrying about technology with inContact; they’re able to focus on the customer. Customers benefit from agents able to listen to them and their individual questions rather than following some scripted guide. inContact makes it so easy!” Ashby enthuses.

Hall Automotive also profits from the scalability and flexibility native to the inContact solution. Ashby increases agents in

the summer, when car sales increase, and decreases them in the winter without any trouble. “inContact’s scalability is paramount,” says Ashby. “I just call up inContact and an hour or so later I have as many ports as I need. Getting toll free or local numbers has never been easier. All the traditional call center manager’s worries are off the table. In 15-20 minutes I can fix a script to do whatever I want it to do. If the market changes, we can respond right away—in a day rather than three months. With inContact there’s very little I can’t do. inContact just makes my job easier.”

Roadmap for Future Success

Ashby’s success has not gone unnoticed. Atlantic Automotive, which owns Hall Automotive along with 49 other dealerships, wants to expand the Hall model, and Ashby’s team has been working hard writing software entirely integrated with inContact that will allow the CIC to take on the 63 dealerships. As the expansion occurs, Ashby is also excited to bring additional inContact products on board. “We really want to use the customer survey and eLearning solutions. We’re fully embedded with our custom software in inContact, and as the survey and eLearning integrate seamlessly into inContact, it just makes sense to use them to measure customer satisfaction and train agents.”

Is Ashby worried about the magnitude of this expansion? Not likely. “The thing I like about inContact’s integration possibilities is that inContact will support you however you want to do it. If I need a little help, they’re right there, ready to work. They encourage you to be creative, which is a really cool aspect about inContact.”

Additionally, Ashby believes in the people behind inContact: “I feel like they’re a part of my family. The quality and integrity of everyone I work with at inContact amazes me. They are truly there to help, and they put you first. That is what keeps us connected to inContact. The reason we’ve invested a lot of hours and money integrating our software with inContact is because we’ve always felt that even when there was a problem that inContact was behind us and we wouldn’t be left alone to fend for ourselves. And we never have been.”

Ashby has seen a positive change in Hall Automotive’s corporate culture. “We now have tools available to us to allow us to change the customer experience and therefore it demanded that we relook at how we interface with our customers and it drove us to improve. inContact is part of the reason we, as a company, are better.” Hall Automotive will continue to cultivate a customer-centric culture much to the satisfaction of Virginian auto consumers. The rest of the nation will have to wait a little longer.