

**HOW TO INTEGRATE
MULTIPLE COMMUNICATION
CHANNELS WHILE ENSURING
A SEAMLESS CUSTOMER
EXPERIENCE**

ALJOMAIH AUTOMOTIVE INCREASED PRODUCTIVITY AND IMPROVED CUSTOMER SERVICE WITH ALTITUDE XPERIENCE ENGAGEMENT



Aljomaih Automotive Company is the largest General Motors dealer in the Middle East, and one of the largest in the world. The Company's network covers all three regions of Saudi Arabia. AAC is the sole distributor of Cadillac, Hummer, Saab and Opel and the Company's range of vehicles also includes Chevrolet and GMC.



AAC was looking for an advanced customer interaction management solution that would:

Handle heavy volumes of calls right after a new corporate campaign (ad, TV spot)

Add new channels such as SMS and Email to enhance customer satisfaction

Proactive appointment scheduling, specifically for car maintenance services

Boost the productivity and efficiency of outbound telemarketing campaigns

Real-time monitoring to ensure the overall effectiveness and efficiency of the customer service operations

Get consistent and up to date customer records



"The results have been very insightful. In the first 4 weeks of the contact centre set up we were able to increase the size of our database by 300%, and achieve higher levels of customer satisfaction with a 91% rate of telephone interactions answered within 18 seconds. Besides, our call monitoring constantly shows an average quality/satisfaction rating of 96%"

Mr. Mohamed M. Khaled - National & CRM Manager, Aljomaih Automotive Company



BOOSTING FIRST CALL RESOLUTION RATES AND OUTBOUND CAMPAIGNS EFFICIENCY

ALTITUDE SOLUTION



An integrated suite of software applications that couple the power and reliability of communications technology with advances and innovation in software



A component – based approach lets organizations expand the solution as they need, leveraging existing investments



Ease of use and speed of implementation offer a lower total cost of ownership

WHAT WE ACHIEVED



91% rate of telephone Interactions answered within 18 seconds.



Call monitoring constantly shows an average quality / satisfaction rating of 96%.



Improved Customer retention by handling new channels such as SMS and Email

“ Altitude has clearly helped us integrate telephony, fax, SMS and email channels with desktop computers to empower our contact centre agents with critical customer information – all major factors in providing prompt, efficient and differentiating customer care

Mr. Mohamed M. Khaled - National & CRM Manager, Aljomaih Automotive Company ”

CONTACTS