

How Renault used SMS-Magic to provide excellent customer service via text messaging



About Renault

Established in 1898, Renault is a multinational, multi brand group with a presence in more than 120 countries. As of Dec 2016, the group's revenue amounted to €51.2 billion, with an operating margin at 6.4%.



BUSINESS CHALLENGE

Renault wanted to provide a convenient service channel to its customers through which customer care agents could send status updates of tickets.



SOLUTION

Renault implemented text messaging for their contact centers across the UK. They also provided a mobile number on which customers could text their queries.

DRIVING CONVERSATIONS THROUGH MESSAGING

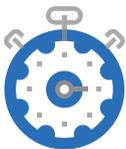


Requesting a suitable time for a call

Many times, the customers would not pick up calls from unknown numbers. The Renault team used text messaging to resolve this issue.

Here's a sample message the team used.

Hi Dan, thank you for contacting us. Your case number is 23232. Let's talk. Reply 'CALL' followed by suitable date and time.
Emma, Customer Support, Renault



Reminders for health checkup of the vehicle

Missed appointments have an opportunity cost associated with them. To avoid customers missing their appointments, Renault used text messaging.

Here's a sample message the team used.

Hi Ellen, your car's health checkup is due on 10/11. Have queries? Contact us at 0353 235 0000.
Emma, Customer Support, Renault



Update customer about their case status

The Renault team used messaging to keep the customers informed about the status of their vehicle.

Here's a sample message the team used.

Hi Joe, thank you for emailing the images of your vehicle. I will get an estimate and revert soon. Have queries? Call me at 0344 354 0000.
Emma, Customer Support, Renault



Get Feedback

As soon as a job was complete, an automated text was triggered to get prompt feedback.

Here's a sample message the team used.

Hi Joe, I just wanted to make sure that you are satisfied with the job. On a scale of 1 to 5, can you rate how satisfied you are with our services?
Emma, Customer Support, Renault

RESULTS



Prompt customer responses accelerated the service process.



Integration with CRM helped in tracking all text communication.



Personalized attention resulted in higher customer satisfaction.



Text history helped in getting agent up to speed on the issue.

GROUPE RENAULT

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SMS-Magic

ABOUT SMS-MAGIC

SMS-Magic is a proven SMS text messaging application that integrates with popular CRMs. SMS-Magic enables users to engage buyers, win and retain customer revenue while creating strong customer relationships that drive sustainable competitive advantage. SMS-Magic has over 1,500 clients across 190 countries, including small, midsize, and enterprise accounts.

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