

KNOWLEDGE AUTOMATION FOR A SMOOTH CUSTOMER JOURNEY

VERINT | transversal

-50%
REDUCTION IN AGENT
TRAINING TIME

98%
FIRST CALL
RESOLUTION

+20%
RISE IN CSAT
SCORE



BMW IMPLEMENTED TRANSVERSAL'S PRESCIENCE 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

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.

AFTERSALES

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.

Find out more

Verint Transversal is the leading provider of knowledge solutions. Our focus is to connect people with knowledge, ensuring customers, employees and contact centre agents alike can find the right answer every time they need it. Our solutions are designed to help improve agent efficiencies in contact centres, deliver exceptional experiences in online self-service and increase business performance through employees and business partners.

VERINT



transversal
connecting people to knowledge