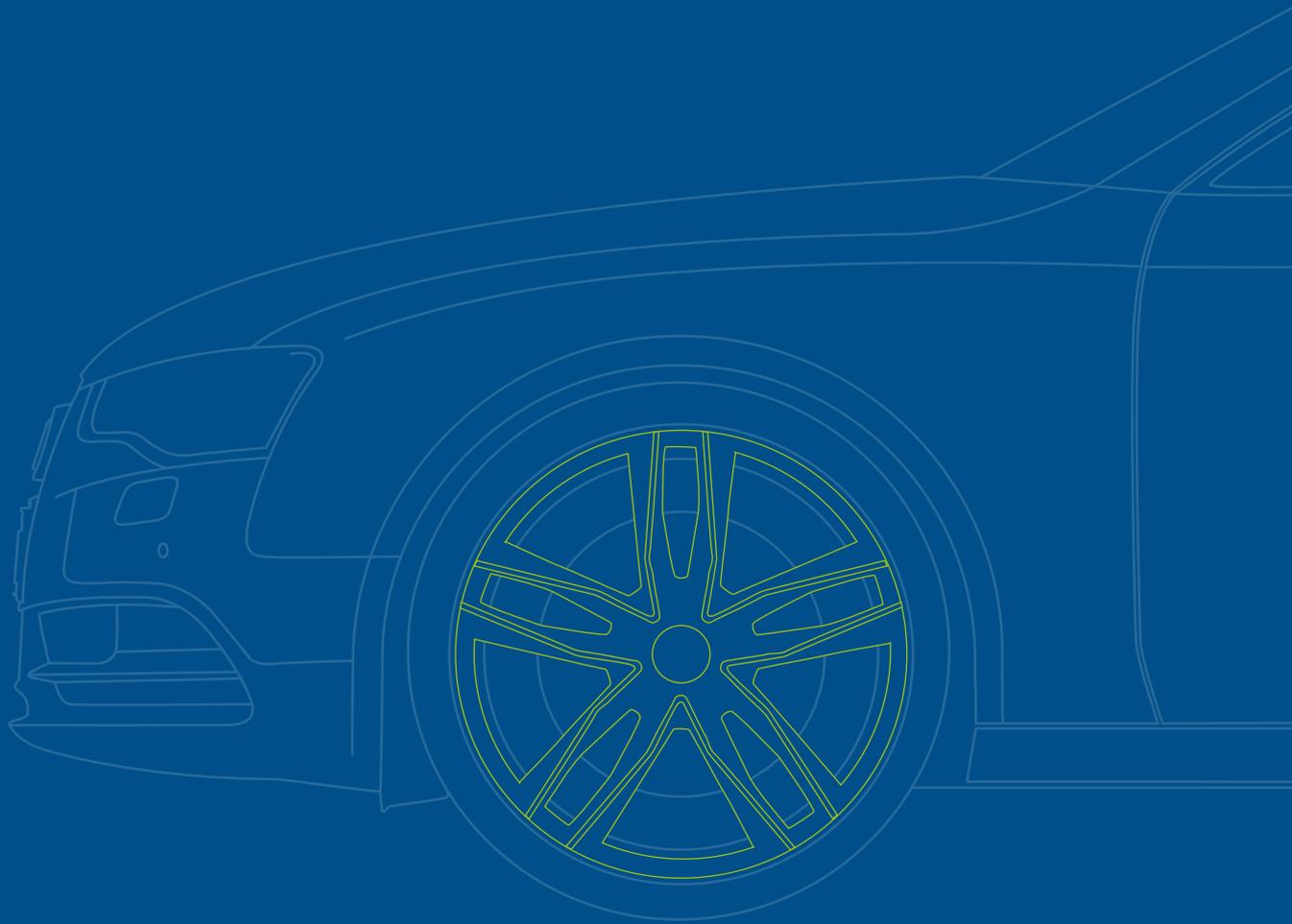
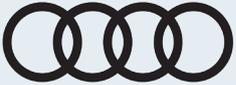


Customer success story:
Audi demonstrates clear ROI
of social customer service



EXECUTIVE SUMMARY

Customer:	Audi	
Industry:	Automotive	
Challenge:	Audi was engaging in conversation on social media but a manual process led to longer response times and complicated internal communications.	
Solution:	Implement a platform that not only streamlines social customer care representative and customer communication, but also internal sign off and escalation procedure.	
Results:	<ul style="list-style-type: none">• Higher productivity and faster decision making.• Opportunity to demonstrate superiority of customer experience in comparison to competitors.• Social media engagement that leads to high value sales.	

“Conversocial has enabled us to integrate social into the overall customer journey. Being able to respond quickly to a customer in need and then using that information intelligently to involve stakeholders from other parts of the business allowed us to demonstrate the superior quality of our customer service while further differentiating Audi from our competitors.”

Emma Page, Digital Communications Manager

Background

Audi designs, engineers, produces, markets and distributes luxury automobiles across the globe. Worldwide, Audi sold more than 1.4 million new cars in 2013. The automotive world is changing at a rapid pace, and with it expectations and needs in regard to the purchasing of vehicles. Today, nine out of ten customers planning to buy a new car also gather information online.

Challenge

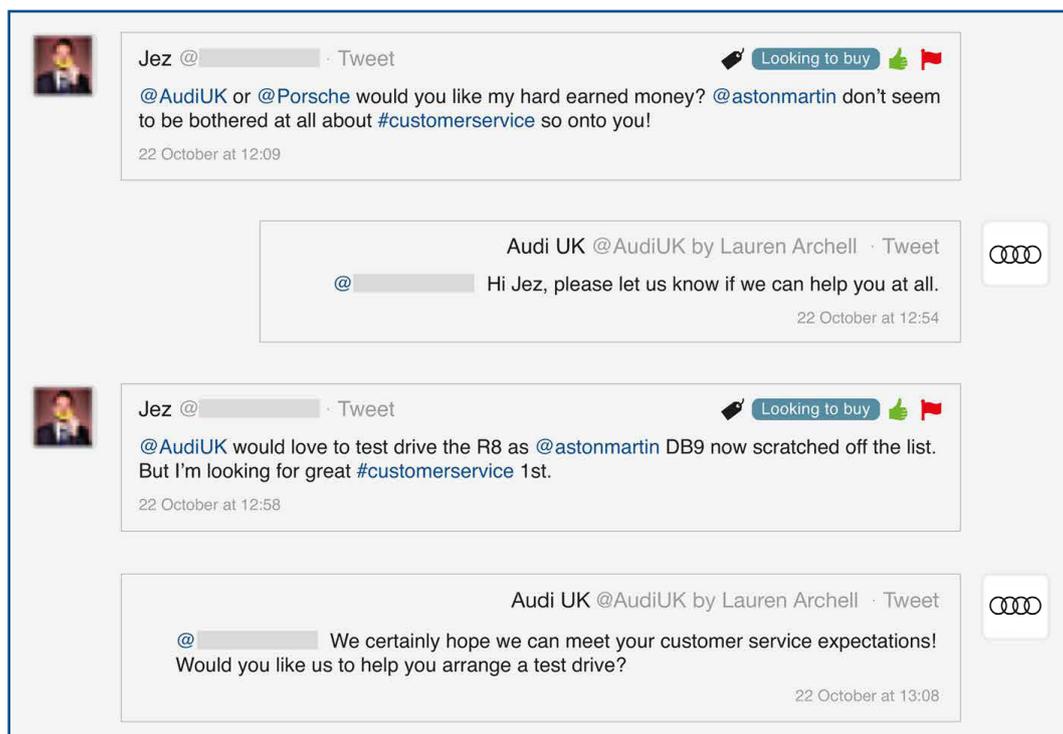
Audi Customer Service pursues high goals in the interest of ensuring customer satisfaction. One example is answering calls within 20 seconds. However, over 2012/13, the percentage of e-mail and Internet contacts rose sharply, matched by a corresponding decrease in letters and calls. Customers also began using the Audi social media channels to address concerns requiring intensive support. The company needed to ensure that the quality of its social customer service matched that of its traditional telephone channels.

Solution

In 2012, Conversocial was deployed as part of Audi's Digital Communications strategy. After receiving best practice advice gathered from other organizations, Audi customer service representatives received full training and onboarding. Using the agent-friendly, intuitive interface, the Audi team can now see public and private messages from the same customer threaded together into meaningful conversations, while Conversocial analytics and approval workflow ensure that quality of service is maintained.

Results

In October 2014, Audi UK saw over 4,500 incoming messages across its Facebook and Twitter channels. First Response Time on both were under an hour (56 minutes on Facebook and 41 minutes on Twitter) while Average Response Time was better still - 41 minutes on Facebook and 33 minutes on Twitter. It was the timely and speedy reactions of the @AudiUK Twitter handle that led to a clear example of return on investment from social customer service:



The customer was introduced to his nearest Audi centre and, after a successful test drive, purchased the Audi R8 (valued at approximately £90K) shortly after.

The customer later reported that he was 'made to feel very, very special at Audi'. Conversocial's intelligent workflow and conversation threading allowed Audi to deliver on the promise at the heart of its business strategy: "We delight customers worldwide."