

# Increasing Efficiency and Improving Satisfaction with Customer Communications



Autoglass is part of Belron, the world's leading vehicle glass repair and replacement company that operates in 31 countries. Autoglass has over 1,100 mobile technicians working in the UK carrying out any work at a location of the customers' choice. Descartes works with Belron Global Technical team supporting their constant development of tools that are used every day.

**Customers are happier and more informed, not feeling the need to call the contact centre to chase their technician's arrival.**

## Company Profile

Autoglass® is part of Belron® Automotive Repair

## Solution

Descartes Customer Engagement Platform™

## About the Client

Autoglass is part of Belron, the world's leading vehicle glass repair and replacement company that operates in 31 countries.

## Quick Overview

### Challenge

Reduce Chase Calls and Improve Customer Experience

### Solution

Notifications Keep Customers Informed

### Results

- 30% Reduction in Red Calls
- 15-point Improvement in NPS

## Challenge: Contact Centre Calls and Customer Experience

Autoglass needed to reduce their red calls and improve their customer experience.

The solution gives Autoglass the power of location technology to trigger SMS messages to customers, updating them on the ETA of their technician.

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## Solution: On My Way Tracking

Descartes Customer Engagement Platform in the Autoglass Technician App enables technicians to send customers SMS messages, instead of calling before setting off to their appointment location.

Autoglass customers appreciate the real-time estimation of their technician arrival time. The tracking link offers the transparency demanded by customers who want to track their technician's arrival to their door. The platform calculates where the technicians are, where they are heading to and what the live traffic situation is, before communicating the ETA to the customer.

Autoglass have increased efficiency and greater customer satisfaction. One simple 'send message' button in the technician app saves the technician time.

## Results:



### Reduction in chase calls

Customers do not feel the need to call the contact centre to chase their technician's arrival.



### Increased Satisfaction

Customers are happy and more informed, contributing to an improvement of 15 points in NPS score.