



Connected Cars

The Advanced Copilot for Your Customers



Modern, tech-forward solution powering intelligent, timely customer engagement

Concentrix is bringing the power of Salesforce into your customers' connected vehicle experience at the most critical points of need thanks to the power and efficiency of our Connected Care Platform combined with our experienced 24/7 operations.

1 Your New Customer Support, Ready to Deploy Quickly

Connected Care Platform (CCP) is a modern, customer support application tailored for connected car support built on Salesforce Automotive Cloud, providing faster deployment, easier data integration, and a holistic view of your customers without the hassles of siloed service providers or systems.

3 Easier Connected Vehicle Data Integration

Need to offer advisors the ability to use Remote Lock/Unlock or POI Send-to-car? CCP is designed to be API integration ready, which can be further assisted by our experience leveraging Mulesoft and Data Cloud as part of our deployment activities.

2 Expert Safety + Security Delivered 24/7/365

Leveraging our decades of experience with connected vehicles, CCP is designed to provide thorough and efficient support for the safety and security features at the heart of an Automotive OEM telematics program: Automatic Collision Notification, eCall/SOS Buttons, and Stolen Vehicle Recovery.

4 Quicker Time-to-Value for New Technology Deployment

Invest more of your resources in quality Emergency Response & Customer Care teams and less on unique platform development and application licensing.



CASE STUDY

How Concentrix achieved a 24% conversion to paid subscription services through customer care

The key to generating a new revenue pipeline

Challenge

A large North American OEM sought to improve connected services offered and monetize premium services to create a new revenue pipeline.

Solution

Concentrix supported the client's early migration to Salesforce by leveraging the Outsourcing Service Providers (OSP) model to quickly deploy the new environment and onboard multiple solutions.

For customer support, we leveraged Salesforce Service Cloud to tailor the advisor tool to their product support needs, such as customer inquiries and assistance with accounts. By leveraging Sales Cloud, we added the ability for advisors to manage customer accounts on their behalf. With the Connected Customer solution, we supported customer care and account management via API integrations for product information and account status data. To complement the efforts of the customer care center, Concentrix launched a dedicated customer education journey leveraging Marketing Cloud to drive feature usage and conversion rates for the various subscription products.

Outcomes

Our advisors leveraged the power of their Salesforce tools to provide quick and timely service to customers reaching out for assistance.

By leveraging a multi-channel approach to customer experience, our client was able to realize improved customer satisfaction and enrollment rates.



24%

Conversion to paid services by advisor



39%

Increase in future subscription interest



70%

Engagement with connected communications



90%

First call resolution and 74 NPS



salesforce



appexchange partner

concentrix™

Learn more about how we can design, build, and run fully integrated, end-to-end solutions to support your entire enterprise, at speed and scale.

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