

Trident Hyundai - Ozonetel Case Study

About Trident Hyundai:

Trident Hyundai was founded in Sep 1998 with a team of 22 young members. From one showroom and one service centre, Trident has today grown to be one of the largest Hyundai dealerships in the country. Sales now peak to over a thousand cars a month and the network has increased to 7 showrooms and 11 service centres. Customer Service has been the cornerstone of Trident's growth story. From being the first Hyundai dealership to be ISO certified to winning numerous accolades for outstanding sales and service delivery, Trident has set many a benchmark for the industry.

Business Challenge:

As they were growing, they faced a major challenge with tracking all incoming calls/leads coming into various showrooms and service centres. If a call was not answered, they did not have a mechanism to track and return the call. There was no structured distribution of the incoming calls to the available sales consultants. This led to poor customer experience and loss of business due to unanswered calls. They were looking for a business communication solution which would make their operations efficient and grow their business.

Ozonetel Solution:

Ozonetel approached Trident and offered a solution that would solve all of the above business challenges. Ozonetel proposed a Cloud-based Hosted Telephony platform and automated IVR based Contact Centre solution to handle all calls and leads in a very structured and auditable mechanism, with minimum room for human error. With Ozonetel solution, all incoming leads are directed to respective sales consultants in a rostered manner ensuring that all leads are not only efficiently distributed but also can be tracked end-to-end. The IVR is dynamic and allows all the flexibility, the client wants and can be changed with minimum effort.

Ozonetel Impact:

- ✓ The client has totally freed all the reception desk attendants post deployment of this automated system. (The resources were re-deployed leading to costs savings on almost 14 people)
- ✓ All incoming leads are equitably being shared across and tracked across all sales consultants leading to better sales management and thus improved sales.
- ✓ The flexibility in the IVR and Music on Hold etc, allows them to market all new features and facilities, new car models being launched etc, in near real time, thereby improving their brand messaging.
- ✓ The MIS offered allows the management to gain deeper insights into all inbound call traffic and compliance to the defined business metrics thereon.
- ✓ Complete savings in Capex.