Parkway Volkswagen

Drive into a new comms era

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The Customer

Founded in 1999, Parkway Volkswagen is one of the leading dealers of new & used Volkswagen vehicles in the Midlands region, with sites in Derby, Leicester, Kettering & Northampton. As a major flag bearer for such a prestigious brand, Parkway Volkswagen has gone to great lengths over the years to go beyond simply selling cars, by also offering impeccable levels of after-care service.

Parkway Volkswagen hosts a number of specialists that repair & service vehicles, including commercial vehicles, along with advisors offering information on finance packages & accessibility to the government's Motability scheme.

Parkway Volkswagen needed a single platform to make staff in the centralised contact centre more productive.

The Challenge

Customers were increasingly using email to communicate with the contact centres but there were no reporting tools in place to monitor how many emails were coming through & how quickly they were being responded to.

Solution

Through an exclusive partnership with Zeacom, Node4 implemented contact centre software, providing new customer communication channels to Parkway. The company is now able to use web chat to deal with queries. Emails are now dealt with more promptly, tracked in real time using a piece of monitoring software. Agents are able to prioritise correspondence & have control of workloads & call volumes. The reporting tools enable managers to see activity periods to plan staff rotas accordingly.

Sean Booth, Managing Director said, *"This solution allows people to interact with us through web chat & later we'll add in social media. We aim to give our customers the choice of the most convenient channel, but most importantly always to give them the highest possible level of customer service. Zeacom's new application installed by Node4 will build on the strengths of our existing platform & enable us to offer better service while increasing our staff's productivity."*