



## Orchard Chrysler-Dodge-Jeep Drives Up Customer Satisfaction with bridgeSpeak and Cantata Technology

As a Daimler Chrysler Five Star Dealership, Orchard Chrysler-Dodge-Jeep in Michigan follows a strict set of training, facility and process requirements designed to put the customer first. Regulated by a series of Customer Surveys, a Five Star Dealer's commitment to customer satisfaction is in constant development. Orchard Chrysler-Dodge-Jeep employs 63 people and sells over 200 new, pre-owned and leased vehicles a month. Over the course of an average month, the dealership fields more than 9,000 phone calls.

### The Challenge

With that kind of volume, Orchard's main concern was effectively managing the incoming calls. While Orchard was diligent about maintaining its reputation for personalized service, the dealership realized they needed to free up call volume to prevent customers from getting stuck on hold, or having customers hang up before the phone was answered. They also understood from the outset that the goal wasn't to reduce or replace customer service, but to augment it by providing a backbone of call support that enabled employees to more efficiently do their jobs.

In addition to managing inbound calls, the dealership hoped to improve the response rates of its outbound service calls. Primarily the responsibility of the Service Department, managing proactive service and sales follow-up, was inconsistent and difficult to track. With a new system, Orchard Chrysler-Dodge-Jeep hoped to use an automated outbound agent to make preliminary service calls and reminders, for things such as appointment reminders, parts notification, recall alerts, customer satisfaction inquiries, lease termination pre-inspection, and purchase follow-up.

John Riggs, Vice President and General Manager at Orchard Chrysler-Dodge-Jeep, acknowledged that by automating routine requests from customers, the dealership could offer more attention to pressing requests that demanded a live customer service representative. Said Riggs, "When a customer calls, it's important that the phone is answered quickly and that they are quickly routed to the person or department they need."

Orchard evaluated its existing phone systems and processes and decided to upgrade the customer call-in experience and business development practices with a speech-enabled implementation.

### The Solution

One of Orchard Chrysler-Dodge-Jeep's primary concerns going into the evaluation process was finding a solution that was easy to deploy and train, so employees could quickly learn and adapt to the new system without any lag in service. As Orchard Chrysler-Dodge-Jeep examined its options, the company discovered technology from bridgeSpeak and Cantata Technology specifically tailored for the



#### Organization

Orchard Chrysler-Dodge-Jeep Dealership

#### Industry

Automotive

#### The Challenge

Manage a high volume of incoming calls and improve the customer response rate for outgoing sales and service calls.

#### The Solution

bridgeSpeak's Automotive Retail application running on Cantata's Brooktrout TR1000 for Microsoft Speech Server.

#### Results

Inbound call handling for the live operator has been reduced by 85% and outbound calls have helped to create more than \$70,000 in additional revenue.

*Proactive service programs such as service reminders and satisfaction inquiries provided touch points for the dealership that bring in additional revenue and encourage customers to return for service.*

automotive retail environment. With professionally recorded prompts and cutting edge speech recognition technology, the bridgeSpeak AR (automotive retail) product is a packaged IVR solution that accesses a dealership's computer (DMS) system to field inbound and outbound calls.

bridgeSpeak AR is built on the Microsoft Speech Server (MSS), and uses Cantata's Brooktrout TR1000™ for Microsoft Speech Server as the platform support for the implementation. The Brooktrout TR1000 presents an abstraction layer for the underlying telephony protocols, allowing the Brooktrout telephony interface manager (TIM) to control communication between the TR1000 and the telephone network, and manage all telephony resources.

## Results

The system features appointment reminders that notify customers of upcoming scheduled service, and prompts them to confirm or reschedule over the phone. For parts notification, the auto-attendant calls the customer to let him or her know a part has arrived and allows him or her to set up service time for installation. In addition, the technology is particularly effective for recall situations.

"We found the newly-deployed technology useful in recall situations, as we could proactively contact our customers with the automated speech technology, and immediately offer them the opportunity to come in and have the issue addressed," said Riggs.

Even more proactive service programs such as service reminders and satisfaction inquiries provided touch points for the dealership that bring in additional revenue and encourage customers to return for service. By mining the database for customers whose vehicles are due for scheduled maintenance, the outbound agent offers details and the ability to schedule an appointment to have the service completed, and in turn increases the response rate for service appointments at the dealership.

With inbound calls for minor questions and issues being routed through the auto-attendant system, the dealership's operators had the time to address more pressing concerns, and were able to devote more attention to customer needs and requests. Since the system has gone live, it has handled more than 30,000 calls, reducing the load on the operator by 85 percent. Customer wait time has dropped, and satisfaction levels are continually going up.

The outbound call program has been just as effective, not only handling repetitive call updates, but providing another touch point to streamline order processes for customers. Outbound calls have helped create more than \$70,000 in additional revenue. At this rate, Orchard expects to have an ROI period of approximately two months.



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TECHNOLOGY

### Corporate Headquarters

410 First Avenue • Needham, MA 02494 • USA

Tel: +1 (781) 449-4100 • Fax: +1 (781) 449-9009 • Email: info@cantata.com

[www.cantata.com](http://www.cantata.com)