

Qmatic help Mechanum put the customer in focus

” We leave nothing to chance when it comes to the customer journey and the customer experience. ”

Lena Svendsen, customer service manager Mechanum

Customer experience first

In order to differentiate itself in the market, Mechanum has had a major focus on customer service and the customer experience since day one. Lena Svendsen is customer service manager and explains that each step in the chain has to function and link together, everything from the initial contact with a service adviser or online booking to drop-off, service, feedback to the customer, collections and invoicing.

Ensuring that opening hours and availability meet the customers' requirements and that customers need to spend as little time as possible on servicing their cars is extremely important to Mechanum. Managing change is an ongoing process, Lena Svendsen says, and recounts that there are reviews of how the day went and that work is continually undertaken to improve the processes, all to ensure that customers choose Mechanum for their next service as well. Every customer receives a satisfaction survey immediately after the service is completed, and it is also the basis for the continuous development work.

"Car in process system"

Since 2009 Mechanum has had an internally developed system, "Car In Process System" (CIPS) where they control everything that happens to the cars while they are in the workshop. Personnel monitor the entire flow for an order/car here.

From the technician arriving in the morning and seeing which cars are to be worked on during the day, if and when each car has been dropped off, to different steps in the technician's work (service, contact with customer about any supplementary work, completion, notifying the customer that the car is ready) to customer reception (car handed over) and connection to a subsequent customer satisfaction survey. "The system is unique in the industry and one of the keys behind Mechanum's successes," says Elsa Blomster, IT and marketing manager.

Simple to book a time and easy check-in

The online booking is important for Mechanum. "We have worked hard to make it as easy as possible for customers to book a time for their car, regardless of whether it is a service or to a tire change. Those who don't book online make their booking by phone with one of Mechanum's service advisers," says Elsa Blomster.

The vast majority of those who have booked a time check in their cars at the desk at customer reception. It only takes a few minutes to drop off the car and receive the keys to a loan car, which is collected outside. On arrival at customer reception you select "booked time" or "advice" at the self-service kiosk. If you have booked a time



you are referred directly to customer reception where you drop off your car quickly and smoothly, and collect the key to a loan car. If you haven't booked a time but want to have service advice, the next step is to select which make of car it involves, take a queue ticket and sit down to wait in the comfortable lounge. The customer chooses their make of car, but each case is entered in one queuing group in Qmatic Orchestra.

Clear and effective work process for personnel

The service advisers can choose to call customers based on waiting time or make of car.

As far as possible, all service advisers call the customer who has been waiting longest, with the exception of situations where specialists are needed, when the matter is instead handed over to the most suitable adviser.

If there are more than three customers in the queue or if the waiting time is more than three minutes, a text message is sent automatically to a service adviser inside the workshop. The service adviser goes to customer reception and provides whatever assistance is needed and can then go back to the workshop again. The service adviser is also able to see an overview of the queue status on a screen in his or her room and thus be proactive.

Customer always in focus

Mechanum leaves nothing to chance when it comes to service and customer experience. Understanding what is best for the customer at every stage of the customer journey and adapting operations accordingly is what makes customers choose Mechanum for the next service as well. It is a process which never stops, Lena Svendsen says.

SUMMARY

CUSTOMER Mechanum

BRANCH Car servicing and repairs

FACTS

- Turnover (2015) SEK 287 million
- Number of employees 220
- Number of facilities 6

CHALLENGES

- Simplifying car ownership for customers
- Creating a better service experience
- Getting customers to choose Mechanum for the next service or repair
- Effective utilization of personnel and expertise

SOLUTION

- Qmatic Orchestra

BENEFITS

- Better customer experience
- Simple and clear process for check-in and collection of cars
- Effective utilization of service advisers