

Lexus

Conducting telephone surveys to enrich the customer experience

CLIENT ISSUE

Consistently coming top in the automotive industry's prestigious JD Power study of customer satisfaction, Lexus has an enviable position.

To help maintain its **high levels of service**, Lexus want to ensure that they can understand and measure their customers' experiences in a fast and accurate way. Their aim is to hear the **true voice** of the customer.

GRASS ROOTS SOLUTION

Our **specialist contact centre** integrates with many parts of our business. We use our trained agents to contact every new and used Lexus car buyer, and a sample of Lexus aftersales (service) customers. Each interview is conducted in an empathetic style as all calls are structured but also allow customers to dictate the flow of conversation. Using this method provides Lexus with a **unique insight** into the experiences of its customer base, and helps customers to feel that their views are being listened to.

Each call made is recorded and can be reviewed by Lexus over the Internet. Customers also have the option of a call back to complete the questionnaire at a convenient time or if they prefer, it can be posted or emailed to them.

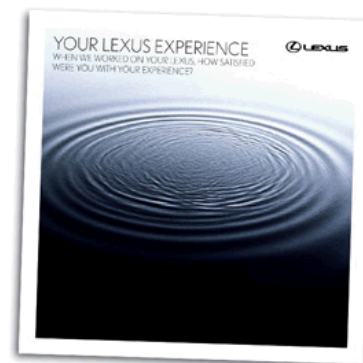
In the process of conducting the telephone interviews, our team also cleanses and matches the Lexus customer data files that we receive direct from individual Lexus Centres (dealers), against the Telephone Preference Service (TPS) list. Any Lexus customers who have opted in to TPS are sent a postal questionnaire to ensure that they are not excluded from the feedback process.

All **information** captured is **published** via the web **next day** for action, and in addition, weekly call and results statistics are also accessible to Lexus Head Office.

RESULT

The programme provides **timely, actionable data** to Lexus Centres, flagging any customer issues that need to be addressed quickly. The data can also be tracked over time and combined with other information to produce a composite score.

The results include customer comments that are of great value to Lexus. This rapid and **accurate** reflection of **customer views** ensures that Centres can act with confidence.



"We have always been wary of measuring customer satisfaction: league tables and percentages don't tell you about the feelings of the customer. Now we have a system that not only measures customer perception but allows us to improve the customer experience."

General Manager, Marketing and Strategy