
How to improve customer and employee experience to get more loyal customers

Bjorn Smulders
Manager of customer experience
Carglass® Netherlands





About Carglass®

Carglass® Netherlands is part of **Belron®**.

World's largest service company in the area of repair and replace vehicle windscreens.

Active in **34 countries** (also in Sweden)

Helping about **16 mln. customers** a year.

Customer focus is in the DNA.

Belron®:

- Autoglass® in the UK
- O'Brien® in Australia
- Safelite® in the United States



The challenges

On a business level

- Shrinking market
- No fun shoppers

On an organisational level

- Licence plate is key
- Silo's and small team
- Low CX and EX focus

On a customer experience perspective

- Limited options to improve customer journey
- Not much insights in customer journey's and repeat customers.
- B-to-C and B-to-B customers



And high costs

- TV advertising is king
- Manual key processes
- No shows and cancellations (retention)
- 70% of appointments via Call Centre and high volume of “waste” calls

The solution:

Multifunctional and multicompany team with mutual goals

- **Automatization an digitalization of key processes for operations AND customers**
- **Make that data available for ALL booking and communication channels**
- **ALL outbound communications from 1 central marketing automation platform (selligent)**

....and keep on **listening to** reduce friction

Our new capabilities

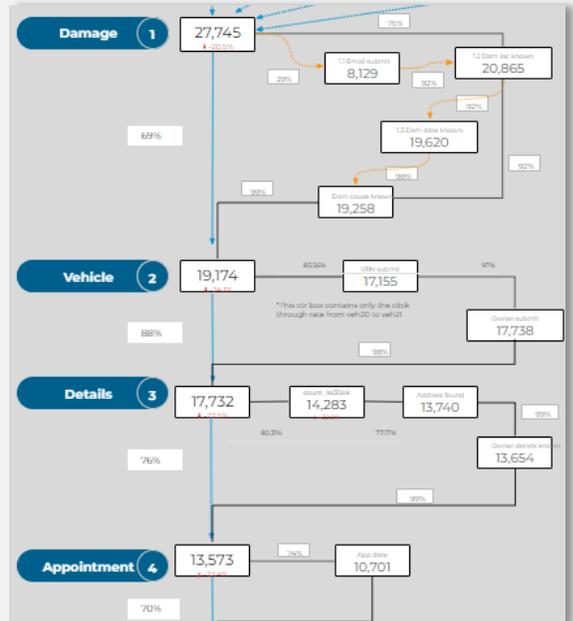
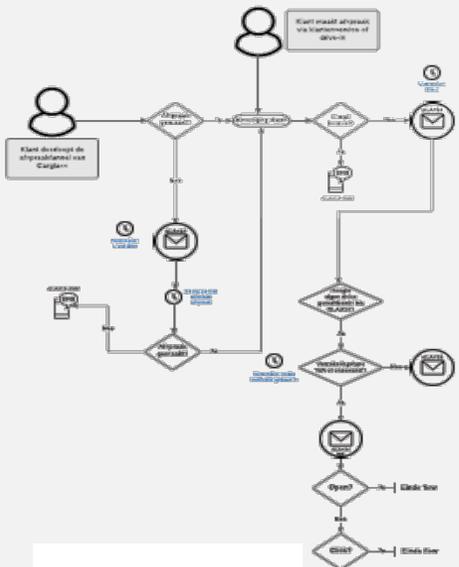
- E-mail is now the **first step** in customer journey
- Real time insights in customer journey
- **End-to-end** A/B-testing
- Hyper personalised **abandoned** booking campaigns integrated with customer feedback and customer service.
- Online, myportal, businesspartner integration and voicebot are new and **most used** channels





The succes for marketing

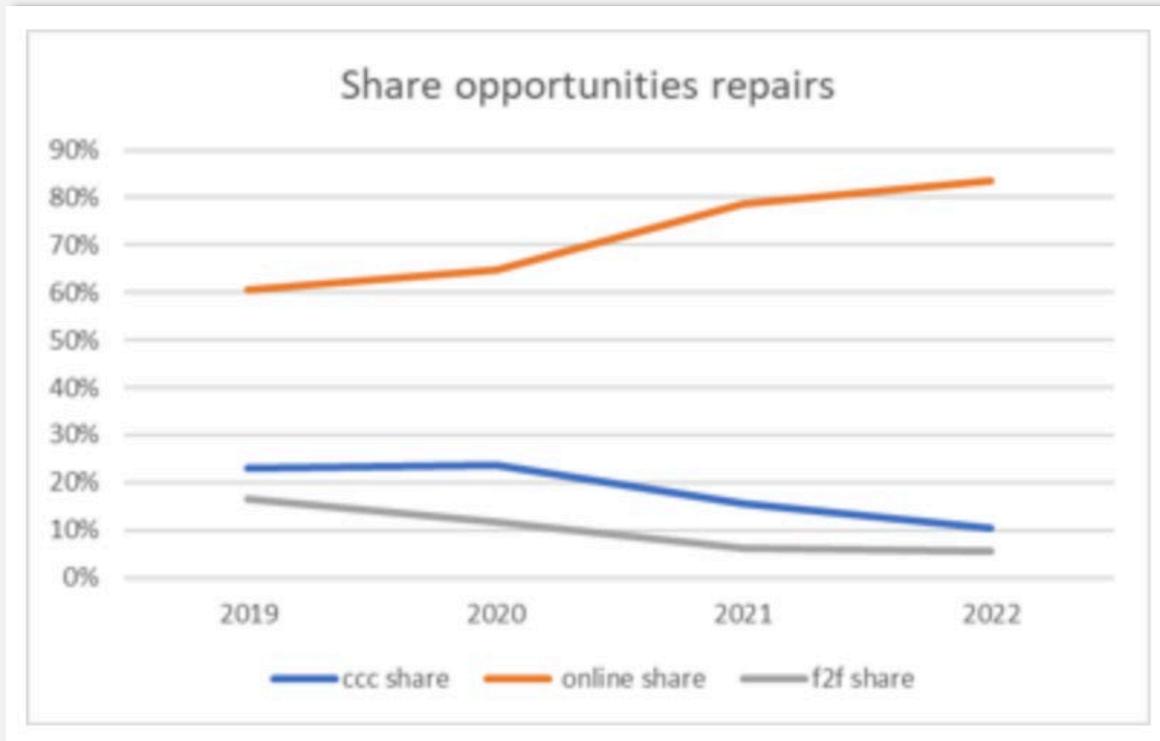
- Transactional campaigns are our new gold
- Marketing database of 1.5 mln customers make sure customers come back
- New contact moments based on customer feedback and data including voicebot follow ups
- Hyper personalised and proactive
- Callcentre still important in the journey but only when needed.



The results

- ✓ +80% of all bookings is now fully online
- ✓ NPS 75: customers are even happier
- ✓ Growth in market share
- ✓ Better relationships with our business partners
- ✓ +10% no-show improvement
- ✓ More returning customers
- ✓ More cross-sell of products (wipers, coating etc.)
- ✓ Less waste calls after appointment

....



Carglass® Netherlands is now a
laboratory for Belron®
And experiences will be globally supported.



Thank you

Bjorn Smulders
Manager of Customer Experience
Carglass® Netherlands

