

Delivering Sales Administration Support For A Major Online Automobile Retailer To Enable Fast Growth

ABOUT THE CLIENT

The client is a publicly listed entity and a pioneer in automotive research. It runs an interactive business website that assists customers in browsing and comparing the listings of new and used vehicles by local dealers and contacts the respective sellers for purchase. The website uses dynamic algorithms at the backend to analyze and compare the products' price, features, and availability in real-time. The web service is currently available across the United States, Canada, and the United Kingdom.



Business Challenge

The web portal is the prime source of revenue for the client, serving reliable guidance to prospective local customers interested in buying new and used vehicles. However, in the absence of an efficient back-office sales support landscape, the company faced a host of business-critical bottlenecks. It includes the suboptimal tracking of customer behavior and sales cycles, large data processing backlogs, inaccurate sales commission calculations, and poor visibility into operational efficiency and overheads.



Business Need

The client's leadership realized that the company must invest in elevating its back-office sales support capabilities with the right-shoring options to stay competent and profitable. The organization immediately needed:

Skilled human capital: There was a need to deploy back-office operation experts with a deep understanding of the sales processes and tools.

Elimination of data processing backlogs: The lack of required data management skill sets resulted in massive pendency of cases across all lines of businesses (LOBs). It was imperative to control the backlogs without adding further to the operational expenses to ensure smooth sales operations.

Stringent monitoring & reporting: It was crucial to establish a robust monitoring & reporting framework that can continuously assess SLA adherence and deliver the desired level of visibility to drive informed decisions.

Quality control: The organization required strong quality audit into the CRM system landscape. It was essential to ensure that the compensation splits are booked accurately and the other critical audit mandates for the daily business operations across the LOBs are executed faithfully.

The Solution

IGT is a globally acclaimed leader in providing intelligent solutions for organizations, allowing them to transform their sales operations and gain efficiency affordably. It closely studied the client's unique business requirements and found an exceptional scope for offshore delivery to address the issues. IGT deployed a team of sales process experts to steer the following interventions:

Data Audit/Rectifications: IGT conducts regular opportunities audits into the client's CRM system to ensure that the compensation splits are booked accurately and maintains several critical audits of its daily business operations. The IGT team also thoroughly reviews the new account creations to ensure that they are valid dealerships.

Sales Support Desk: IGT handles the sales support requests, including new user requests, logging calls, PAT issues, quote building & hierarchy maintenance.

Cancellation: The IGT experts handle the product cancellation requests received from the dealer. The team processes the cancellation as per the client's established cancellation policy.

Order Management: IGT validates all the sales/cancellations orders and configures them in the company's Salesforce landscape post verifications. Also, if an order doesn't meet the set criteria, the team rejects the case adding comments for the client's sales representatives in Salesforce.

Customer Success: The team prepares the cooperation documents for dealers to provide their OEM (Original Equipment Manufacturers) for advertising reimbursement. The process involves capturing screenshots, documentation, and accurate archiving so that the client cooperation team can assemble and provide the claim packages to the dealers efficiently.

Furthermore, the IGT team also works on the client support queue. It searches for the relevant dealership accounts and attaches them to assist the onsite support team in expediting the resolution.

Client Product Management: IGT handles the request to activate/deactivate a listing in the client's business portal/website as per the request received from the client's sales team.

Commission: IGT team handles various commission-related workloads, including building the monthly commission sheets (partially) and sending the Clawback Report and the Payroll Files to sales representatives.

Dealers Analysis: IGT conducts market analysis through secondary research and delivers insights to the client's sales team on qualified leads. It also performs trial dealers for further dealer acquisitions.

Benefits

- 60% reduction in operational expenses
- 100% backlogs across various LOBs addressed within merely three months
- Enhanced service offering and improved sales efficiency
- 100% SLA adherence monthly
- Supported the client to drive additional ad hoc special projects within existing headcount
- Optimized workforce utilization with a team of experts capable of taking over new tasks with minimum investment in time and training

Statistics

250K+
Volumes

Chat and Email
Support

99.9%
Accuracy

100%
KPI/SLA

Tools & Technologies (IVA Solution)



zoom

Office 365

Dropbox

Looker

Snagit

okta

slack

Jira