



# Streamlining Operations And Improving Efficiency Delivers 99% Workflow Accuracy For A Leading Automotive Sales Marketplace



IGT's team asks the right questions and provides valuable insights into the daily operations of all workflows. The ongoing communication and other engagement activities help lower attrition and increase team tenure.

*-Sales Ops Manager*



Automotive companies are under tremendous pressure to efficiently handle large volumes of online transactions, inventory management, and customer interactions, all while ensuring smooth integration between their digital platforms and back-end systems.

Administrative functions, such as processing orders, managing returns, and handling customer inquiries, require robust systems to maintain accuracy and speed. Ensuring high-quality service delivery involves addressing customer issues promptly, maintaining up-to-date vehicle information, and managing service and support operations effectively. The complexity of these tasks necessitates advanced technology solutions and seamless coordination across various departments to uphold operational efficiency and customer satisfaction.

Such businesses can significantly benefit from back-office outsourcing to providers with strong experience and expertise. It will offer cost efficiency by reducing the need for in-house staff and infrastructure, while also providing scalability to manage fluctuations in demand. Partners bring advanced technology and infrastructure, improving processes like data management and customer service.

## NEED FOR EFFICIENT BACK-OFFICE SUPPORT TO ADDRESS OPERATIONAL ISSUES

The client needed help maintaining efficient back-office operations and managing diverse administrative functions independently. They faced issues with ensuring high-quality service and providing extended support during peak hours and seasonal spikes, which led to dissatisfaction with their current service provider.

Recognizing the need for a more efficient, unsupervised management solution, the client sought external support to address these challenges and enhance operational effectiveness. They aimed to streamline their operations, improve service quality, and ensure consistent support, ultimately leading them to seek a new partner who could provide the expertise and reliability they were missing.

## AT A GLANCE

### INDUSTRY

Automotive Sales Marketplace

### THE CLIENT

The client is a leading player in the disruptive automotive sales marketplace.

### CHALLENGE

The client struggled with managing day-to-day back-office operations, administrative functions, and delivering high-quality service delivery.

### SOLUTION

Comprehensive back-end operations support across nine lines of business, addressing challenges through continuous training and collaboration

### RESULTS

- 99% accuracy in all workflows
- 100% SLAs met
- 3X Increase in SoW

## RESILIENT. FRICTIONLESS. RELEVANT.

### BUILDING A LONG-STANDING PARTNERSHIP WITH THE ABILITY TO DELIVER GREAT OUTCOMES

The client chose IGT Solutions following a highly positive recommendation from one of our existing clients. The engagement commenced in 2020 and initially involved three workflows and a dedicated small team.

Over the years, the partnership deepened with exceptional leadership, strong cultural alignment, low attrition rates, and outstanding performance. Impressed with the results, the client increased the scope of work threefold over four years, further solidifying our long-standing relationship. IGT's team exceeded the client's expectations every month in terms of managing large volumes of work and consistently delivering as per the SLAs for the following workflows:

- **Co-Op Documentation** - Archives documents and screenshots for Dealers, simplifying claim package creation.
- **User Support** - Classifies and documents cases, speeding up issue resolution and ensuring a seamless CX (Customer Experience).
- **Product Ops** - Manages key processes to expand Dealer market reach and offer tailored digital solutions
- **Ad Ops** - Set up RPM display products and ad materials, ensuring successful brand campaigns.
- **Compensation Audits** - Ensures Salesforce accuracy with detailed audit reports and precise data loader updates.
- **Data Audit/Corrections** - Maintains Dealer account integrity in Salesforce by managing approvals, merges, updates, and audits
- **Order Management** - Validate and activate sales quotes in Salesforce, rejecting non-compliant ones. Conduct weekly audits of auto-approved quotes to ensure compliance.
- **Cancellations** - Process product cancellations from dealers, following policy guidelines.
- **Sales Support Desk** - Support daily sales operations, managing support requests, resolving issues, and handling tasks like name/address changes, quote building, and opportunity activation.

The team's longevity and low turnover rate have been key drivers in delivering sustainable, high-quality results year after year. Over four years, the average attrition rate of less than 5% significantly outperformed industry standards. With an average tenure exceeding two years, there was consistent service quality and deep operational knowledge. Operations and support leaders had an average tenure of over seven years, providing steady guidance and strategic continuity that resulted in:

- Consistently meeting all KPI targets.
- Receiving positive feedback from all stakeholders
- Adhering to both external and internal quality thresholds
- Achieving an external accuracy rate of over 99%

### DRIVING EXCELLENCE, INNOVATION AND CONTINUOUS IMPROVEMENT

From the outset, our team maintained an accuracy rate exceeding 99% across all supported workflows. As the scope of our work expanded three-fold, we effectively scaled our efforts to handle increased complexity. We delivered benefits to the client by managing workflows effectively and integrating additional tasks and changes seamlessly. By consistently meeting SLAs, IGT Solutions streamlined operations, facilitated quicker turnarounds and prevented financial losses. Our team performed user acceptance testing during product repackaging and new product introductions, supporting the client's evolving needs.

IGT's team delivered transformative solutions that went far beyond incremental improvements. We fundamentally reshaped the client's operational landscape and set new benchmarks for efficiency and innovation in the industry.

Moreover, our team's agility and commitment to learning new processes strengthened our partnership and reinforced the client's trust in our abilities.

### Consistent Results that Drive Success

# 99%

Accuracy rate across all supported workflows

# 100%

SLAs Met

# 8X

Growth in FTEs over four years

# <5%

Attrition rate over 4 years

# >2 Years

Average Tenure of Agents

# >7 Years

Average Tenure of Ops/  
Support Leaders

RESILIENT. FRICTIONLESS. RELEVANT.

Explore what IGT Solutions can do for you.

Visit [www.igtsolutions.com](http://www.igtsolutions.com) or  
email us at [mktg@igtsolutions.com](mailto:mktg@igtsolutions.com)