



Skoda Auto, a leading automobile company

owned by Volkswagen, instantly resolves

67% of its Inbound Sales
and Service Requests,
using ServiceNext



“Skoda Auto a global auto company owned by Volkswagen is a leading and trend setting auto brand in Europe and Asia-Pac”.

Key Value Drivers

- Improve CSAT with 24/7, Zero Wait & Effortless Service
- Provide Instant Resolutions
- Reduce Ticket Volume
- Build Customer Loyalty and Reduce Churn

Solution Highlights

- **Turn-key solution 8 Week**
Packaged Implementation
Build, Implement, Train, Test and Maintain
- **Pay-per-use pricing model**
Starts at \$0.99 per call & \$0.05 per chat session
- **Expert Bot design and training**
services which assure business outcomes / Rol
- **Future proofed AI solution**
built on Oracle OMEC, Twilio and others

Say Hi to,
SKODA's Bot
Virtual Assistant
www.skoda-auto.co.in

Challenge

With their customers demanding fast, reliable service and accurate answers, Skoda's support department was struggling to keep up with customer expectations. Tasked with fixing their customer problems "now," with a limited support staff, **Skoda turned to Servicenext** in January 2018 to provide an effortless self service experience for its customers.

Servicenext Solution

ServiceNext developed and deployed a Chat-Bot on Skoda Auto's website to help answer questions, market new models with offers, book test drives and take service requests.

Below are some of the impressive bot performance results

Users 115904	Bot Resolution Rate 91.1	Callback Requests 1087	Complaint Registrations 886
Sessions 53296	Queries 184029	Testdrive Bookings 1799	Brouchure Downloads 3744

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