

Case Study

Receptionists as well as customers are seeing the benefits of the Armchair showroom service



Southampton Audi needed support for their receptionists, to ensure that they could meet and exceed the high customer service levels associated with the Harwoods Group.

Armchair has been working with Southampton Audi since the end of April 2007, handling any incoming calls which their receptionists were unable to answer.

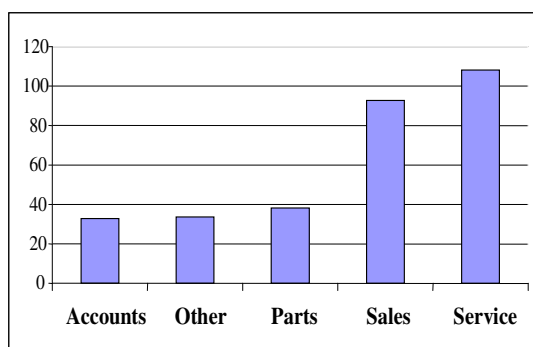
Since signing up with Armchair, significant improvements have been experienced by staff and customers alike. Using Armchair's 7-day service, Southampton Audi have ensured that their phone lines are covered, regardless of when their customers call, providing the ultimate in customer service.

Armchair's specially trained motor receptionists answer any calls which Southampton Audi's own receptionists cannot answer, enabling them to concentrate fully on their daily tasks, and to prioritise their work loads.

Call Information:

In one month, Armchair has answered 1435 calls on behalf of Southampton Audi, in an average time of 3.9 seconds (1 ring). This included 125 for Parts, 331 for Sales, and 235 for Service.

Fig 1 – Breakdown of overflow calls taken on behalf of Southampton Audi



"The service received from your team has been fantastic" – **Chris Nixon, General Manager, Southampton Audi**



"Thank you so much Armchair – you really have changed my life" – **Lisa Kendrick, Receptionist, Southampton Audi**

Key Statistics of calls taken over two months:

In total, Armchair answered 73 new enquiries on behalf of Southampton Audi in the first month, and 78 in the second.

A total of 50 new sales enquiries have been taken, while 101 people have requested to book a service. Armchair's receptionists have handled 8 new enquiries in a day, on two separate occasions.

So far, there have been 160 instances when more than one call has been handled simultaneously, with 4 or more being handled by the Armchair showroom receptionists at the same time on 6 occasions.

Before commencing with the Armchair service, Southampton Audi were concerned that they may not be answering all their calls. They knew that surveys indicate that 80% of callers hang up if they reach a voicemail or an engaged tone, and were very aware that they would portray a far more positive and professional image to their clients if they ensured that all calls were answered.