



Case Study

Hassle free overflow Profit Centre for West London Motor Group



West London Motor Group is the fastest growing motor group featuring in the Top 150 Car Businesses in the UK.

The award winning motor group is based in West London and has serviced 2.3 million customers over the last 15 years, using high quality dealerships and high standards of customer care to deliver extra-ordinary service.

The group is famous for keeping it's promises and has won awards within the trade for delivering on commitments to customers.

The Requirement

A motor group as busy as WLMG constantly has a ringing phone in all its dealerships locations. The problem was ensuring every customer call was answered first time and to deliver a level of customer satisfaction customers would brag about.

This was not always possible when staff were already on the phone. In addition, cover was needed for lunch-times, evening calls, weekend and peak calls, etc.

The Solution

WLMG decided to partner with the Armchair Group with a total focus on ensuring their reputation for delivering outstanding customer satisfaction is never compromised by missing a customer's phone call.

'The Armchair overflow team are committed to the excellent levels of customer service we at WLMG demand.

They totally understand the importance of customer relationships which ultimately means they keep coming back, year after year.

I would not hesitate to recommend the Armchair service and would go as far to say every dealership should use them!'

**Bob Feltham, Operations Director,
West London Motor Group**

WLMG now maximise staff productivity but also have the peace of mind that even during peak times of call overflow, all calls will be answered with both commitment and consistency.

The 7 days a week service means that WLMG no longer have concerns with advertising, recruitment, staff management, supervision and training of receptionist staff and gives the business the confidence to focus on it's core activities.

The Armchair dealership overflow service exists as an essential part of the WLMG team playing a massive part in customer retention and increasing profits.