Case study

Reengineering Customer Engagement & Experience for Captive Finance Division of Global Automotive Major

Client

The client is a multinational conglomerate manufacturer of automobiles, motorcycles, and power equipment. Its auto-finance group facilitates consumer financing of products across brands including automobiles, motorcycles, power sports products, marine engines, and power equipment.

Challenges

The client had set up a web portal in 2001 as a key channel of engagement to help end customers /prospects understand the products and services offered like auto-finance, auto-lease, comparisons and benefits of finance vs. lease, protection programs, student and military programs, and check for financing eligibility.

Over the last two decades, the market and customer expectations drastically evolved, making the urgent overhaul and reengineering of the experience imperative. The client needed to create a unified digital experience across all brands and enable an easy and intuitive self-service purchasing, payment, and support experience.

Customers demanded user-friendly mobile interfaces and the ability to engage support teams in real-time where needed. Agents needed to be able to have all customer information at their fingertips to be able to orchestrate a seamless process or troubleshoot an issue remotely.

At the same time, the legacy portal interfaces were siloed, not responsive, and challenging to keep updated.

LTIMindtree Solution

LTIMindtree focused on delivering a seamless digital customer experience to meet the extreme demands of the new generation customers. An intuitive and mobile-responsive website delivered a personalized self-service experience. Modularized architecture established a foundational platform for future innovation of customer engagement. Multiple brand experiences were consolidated into a unified and guided experience. We also focused on enabling an ADA-compliant solution. Now, customers can easily navigate and find information, engage with the brand service teams, and easily submit and process payments.

Salesforce Experience Cloud, Service Cloud, and Marketing Cloud were tightly integrated and connected to back-office processes to deliver an orchestrated seamless experience across engagement channels. This has been executed in an agile delivery model to ensure speed and optimal experience and outcomes.

LTIMindtree Solution

Branding: LTIMindtree's Experience Engineering team design team worked with the client to deliver user journeys and wireframes in alignment with the brand guidelines.

ADA: ADA Compliance was critical. It was delivered by making every page tab focused, adding landmarks, using the right color-codes, and providing assistive text capabilities delivered across any device and browser.

Tagging: tagging was enabled by adding the page load activities code, and using click tracking events to distinguish between link, button, image field, and other actions. This way the client is able to track the user's movement on the website.

Agent Console: a comprehensive agent console delivered the requisite view of the customer and capabilities that allowed agents to respond to customers quicker and increase service experience.

Secure Communication Center: a communication center with secure document sharing and preference management has been setup to enable ease of engagement with notification and alert mechanisms.

Payment Processing: an easy method for scheduling and processing payments has been setup to provide visibility and payment scheduling and management mechanisms.

Knowledge Management: Knowledge base and FAQ has been designed and developed to drive deflection to self-service channel. It provides guidance on terms, processes, end of term options, and promotional offers.

Business Benefits

27%

Increase in web payments.

18%

Improvement in ADA compliance score.

250%

Increase in views of web articles.

About LTIMindtree

LTIMindtree is a global technology consulting and digital solutions company that enables enterprises across industries to reimagine business models, accelerate innovation, and maximize growth by harnessing digital technologies. As a digital transformation partner to more than 700 clients, LTIMindtree brings extensive domain and technology expertise to help drive superior competitive differentiation, customer experiences, and business outcomes in a converging world. Powered by 82,000+ talented and entrepreneurial professionals across more than 30 countries, LTIMindtree — a Larsen & Toubro Group company — combines the industry-acclaimed strengths of erstwhile Larsen and Toubro Infotech and Mindtree in solving the most complex business challenges and delivering transformation at scale. For more information, please visit https://www.ltimindtree.com/.

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