

HOW A TRUCK LEASING COMPANY IMPLEMENTED QEVAL TO ENHANCE ITS CUSTOMER BASE?

About Client

The client is one of the leading truck and automotive group that serves a huge customer base through its commercial motorized services that include truck leasing, truck fleet maintenance, truck rentals and used truck sales. The client started back in December 1969 and holds over 32,000 workers from all over the world.

The Problem

The client was looking to improve their customer experience ratings & conversion in the market. However, they didn't have any experience in call monitoring quality services.



The Results

The acute implementation of QEvalPro solutions helped the client to experience augmented growth in performance of agents. The satisfaction level rate of the customers were observed to be about 3% along with increase in rate of closed deals.



QEval's Strategy

In order to analyze the customer data and performances of agents, few of the calls were availed for detailed observation. Below mentioned are the points that were observed while studying the calls.

- » Reviewing the calls through evaluation process of QEvalPro.
- » Determining agent's performances on the basis of report generation.
- » Analyzing the faults within call process from QEvalPro audit forms.

Further, the studies made on the basis of QEvalPro audit forms also displayed some of the following outputs-

- » Turn down procedure was not followed by agents in some of the calls.
- » Reason for sales requirement was not queried by agents to the customers.
- » Some of the calls with the customers were turned down without putting efforts to close the deals.

Key Driver Analysis

QEvalPro instigated some of its various procedural functionality along with reports in-order to augment agent's enactments along with higher probabilities of closing deals. These implementations included-

- » **Real time email alerts**- This high-end feature of QEvalpro® allows to send email alerts in real time whenever any critical parameter gets a deduction in any audit. These email alerts helped Supervisors coach the involved agents immediately and this way they avoided those critical mistakes from the very next call. A hugely positive impact on the critical parameters related to sales and customer retention!
- » **Agent Performance Average Summary**- This is one of the most frequently used reports from QEvalPro that helps to determine the performance of the agents. Using this report the supervisors were able to figure out the working results of their agents and consequently assisted the agents to overcome their limitations which helped to turn leads to convert into potential customers.

Solution Offered

QEvalPro reviewed sample client data to identify their area of opportunities & share their expertise with client. They were able to identify that the agents miss on asking for sale & overcoming objection which directly affected the conversion.