



Softtek[®]

CASE STUDY | AUTOMOTIVE

**Digital kiosk solution
helps luxury car
manufacturer provide
luxury dealership
services**

softtek.com



About the customer

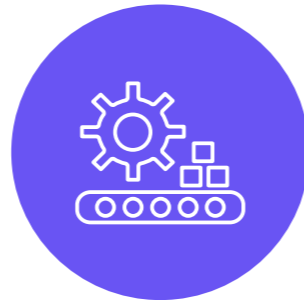
Global premium car manufacturer.



**2M+ passengers
cars sold in 2019**



**150K+
employees
worldwide**



**30+ production
and assembly
sites across 14
countries**



**Global sales
network with
representation
in 140+ countries**





Business challenges

When you buy a luxury car from a company known for a world-class customer experience, you expect servicing your car at the dealership to be a breeze. Recognizing its dealerships' after-sales services shortcomings, our client needed a solution that could:

1

Provide extended service hours.

2

Increase vehicle drop-off and pickup capacity without the wait.

3

Be customized on a per-dealership basis.

4

Reduce costs and boost productivity.





How Softtek comes into play

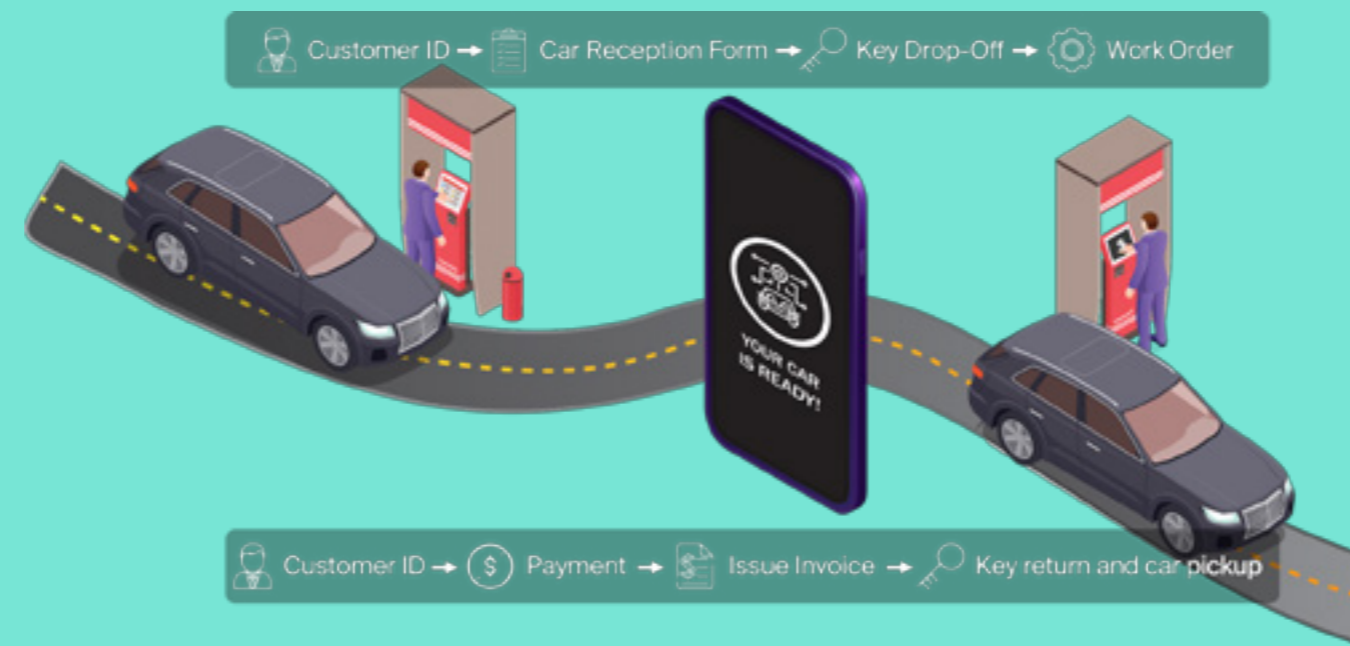
Softtek implemented Automotive Digital Assistant, a proprietary digital kiosk solution that helps dealerships, vehicle rental companies, and repair shops improve customer service quality through a brand-new vehicle drop off and pick up experience. Key functionalities include:

Clients can choose from a list of available vehicle services and add custom notes.

Secure key drop-off and pickup, 24/7.

SMS notifications when vehicle is ready + automatic billing and receipt delivery.

Kiosks can be configured by individual dealerships for targeted marketing and after-sales services promotions.





Business impact

Now, dropping off and picking up cars for inspections and servicing at our client's dealerships is a luxury experience in itself. It's fast, safe, works with anybody's schedule, and has the added benefit of allowing dealership personnel to focus on value-added activities that improve the CX and sales even more.



Enabled the client to turn after-sales activity into engines for profit and loyalty.



Achieved a fast ROI plus long-term cost optimization.



Created a new disruptive CX through self-service processes and extended service hours.



ABOUT SOFTTEK

Founded in 1982 by a small group of entrepreneurs, Softtek started out in Mexico providing local IT services, and today is a global leader in next-generation digital solutions. The first company to introduce the Nearshore model, Softtek helps Global 2000 organizations build their digital capabilities constantly and seamlessly, from ideation and development to execution and evolution. Its entrepreneurial drive spans 20+ countries and more than 15,000 talented professionals.

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