



Softtek[®]

CASE STUDY | AUTOMOTIVE

**Best selling premium
vehicle brand streamlines
post-sales services and
improves CX through a
digital kiosk solution**

softtek.com



About the customer

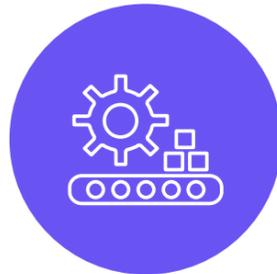
Global premium car manufacturer.



**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

The operational limitations of after market auto-service processes were impacting customer experience and satisfaction.



1

Original car service check-in and checkout processes were impacting customer satisfaction and dealership operations.

2

Essential to avoid negative impacts on image and loyalty associated with a bad customer experience.

3

Opportunity to optimize operational cost of dealerships and provide extended service hours.

4

Personnel availability limited service capacity.



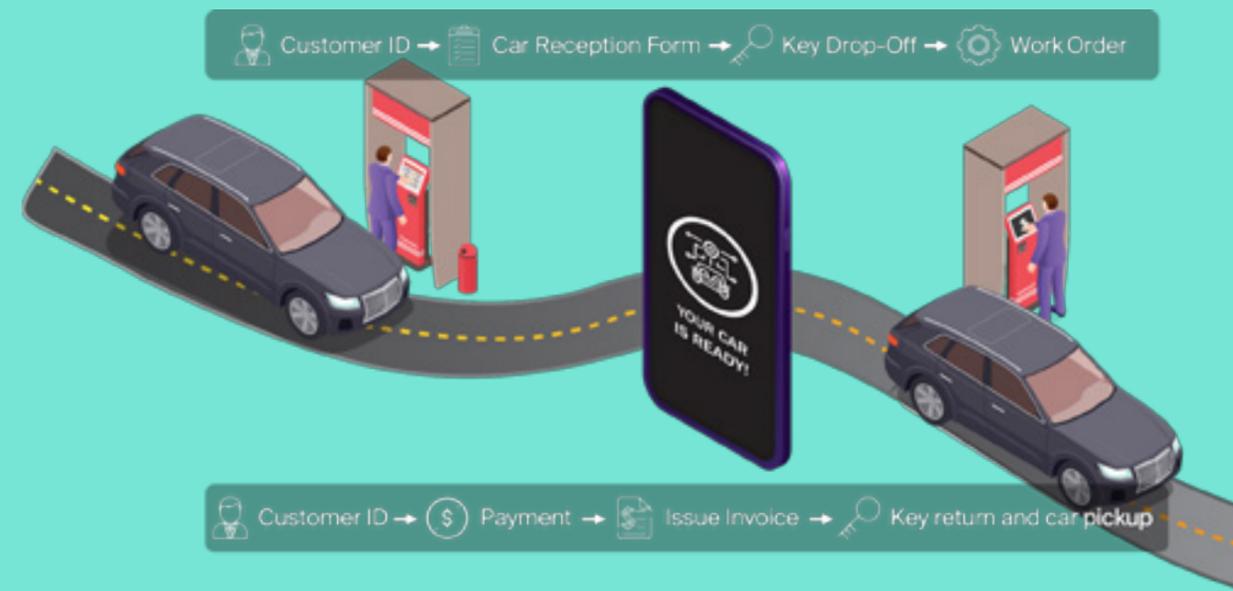
How Softtek comes into play

Softtek implemented a versatile, secure digital kiosk solution that adapted to individual dealership needs in order to streamline the car service process and enhance customer experience.

Re-design and streamline vehicle service check-in and check-out to increase efficiency and enhance customer experience.

Configure Kiosks to meet dealership's main operational needs.

Ensure the safety and security of client-kiosk digital processes through mobile app.





Business impact

Softtek's innovative solution established seamless car service reception and delivery, delighting customers and providing operational efficiencies that allowed the extension of service hours.



Built-in ability to launch targeted after-sale service promotions by location.



Increased dealership's efficiency and optimized operational costs.



Implemented a complete, self-service digital platform to fulfill post-sales services.



Established a new disruptive customer experience in the market, providing extended service hours (24x7).



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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