Transforming Customer Service for Hyundai Capital Canada

Hyundai Capital

INDUSTRY
Automotive

LOCATIONS
Toronto, Ontario

URL
https://www.hyundaicapitalcanada.ca/

Company Overview

Hyundai Capital Canada (HCCA) is a leading auto finance company, renowned for its innovative financial solutions that facilitate seamless vehicle purchases. With a strong commitment to customer satisfaction, Hyundai Capital Canada continuously seeks to enhance its service delivery and customer interaction processes.

Business Challenge

The Customer Service team at HCCA faced several operational challenges that impacted their ability to deliver efficient and timely service. One of the main issues was mailbox management, where agents were overwhelmed by a high volume of customer emails. The manual process of reading, categorizing, and responding to these emails consumed a significant amount of time, leading to delays in customer interactions. This inefficiency made it difficult to prioritize urgent cases, ultimately affecting overall customer satisfaction.
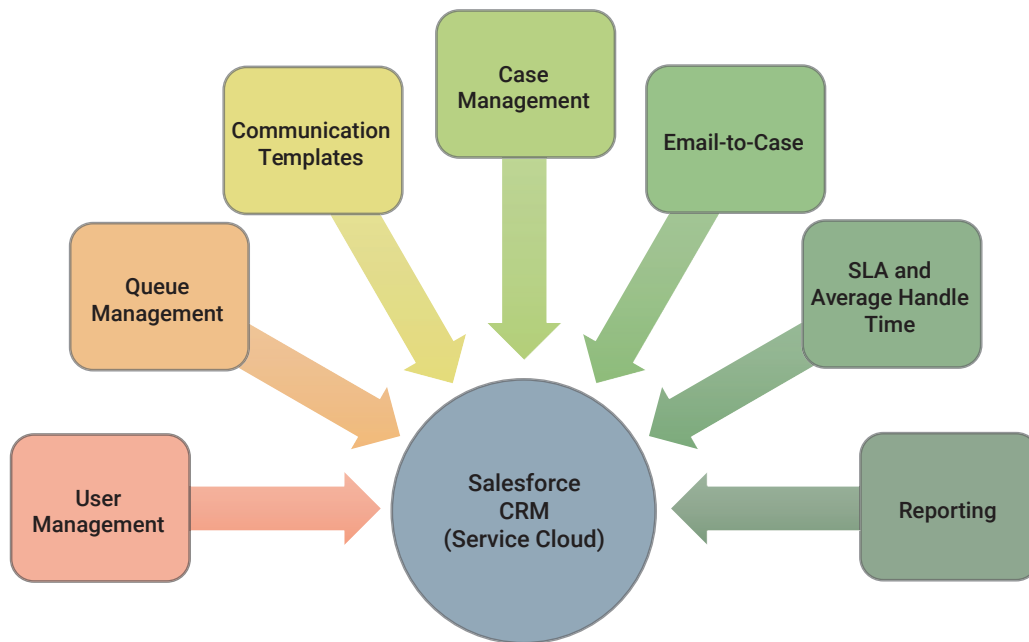
Additionally, Hyundai Capital Canada struggled with accessing and analyzing customer data, as information was scattered across multiple systems. This fragmented data made it challenging to compile complete customer profiles, leading to inefficiencies in responding to inquiries and delays in resolving issues. The lack of centralized data also resulted in a generalized approach to customer interactions, which negatively impacted the quality of service. Furthermore, the company's existing IVR system failed to integrate smoothly with external APIs, leading to fragmented customer information and subpar experiences. Hyundai Capital Canada recognized the need to enhance the IVR system to improve both customer and associate experiences.

The Solution

To address these challenges, Hyundai Capital Canada partnered with OSI Digital to implement Salesforce Service Cloud in multiple phases. The comprehensive solution addressed various facets of customer service.

Phase 1: Email-to-Case

Communication Templates
Case Management
Email-to-Case
Queue Management
SLA and Average Handle Time
User Management
Salesforce CRM (Service Cloud)
Reporting

› **Users Setup:** Configured profiles, user roles and permissions to ensure seamless access to the necessary tools.

› **Queues:** Established queues to distribute workload evenly among agents.

› **Email Templates:** Standardized email templates for consistent and efficient communication.

› **Auto Response:** Implemented auto-response rules to acknowledge customer emails promptly based on customer preferred language for communication.

› **Case Assignment:** Automated case assignment to the appropriate agents based on predefined criteria.

› **Escalation:** Set up escalation rules to ensure timely resolution of critical cases.

› **Tracking Resolution Time:** Enabled tracking of case resolution times to monitor and improve service efficiency.

› **Email to Case:** Implemented Email-to-Case functionality to automate the conversion of customer emails into cases.

› **Reports and Dashboards:** Developed customized reports and dashboards to provide insights into case metrics and performance.

Hyundai Capital Canada's agents spent a significant amount of time managing emails and following up with customers directly from mailboxes. With the implementation of Email-to-Case, it enabled faster customer interaction, efficient workload distribution using queues, and prioritization of delayed cases.

Hyundai Capital Canada Team Collaboration

OSI Digital team worked closely with various teams at Hyundai Capital Canada, including:
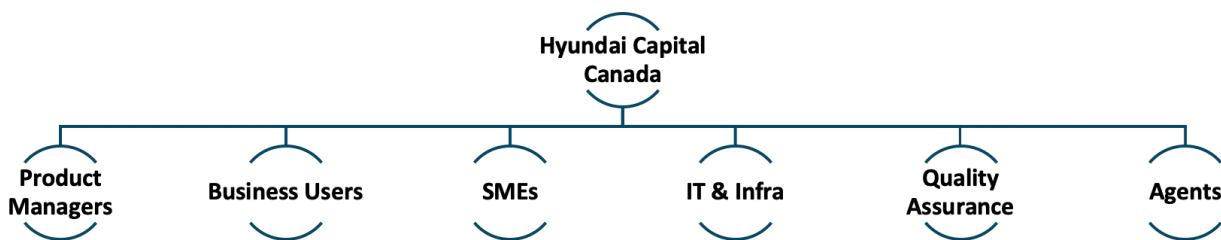
Together, they conducted requirement gathering sessions, brainstorming workshops, thorough testing, and strategic deployment to ensure a smooth implementation process.

Interactive NLP Chatbot

OSI supported Hyundai Capital Canada in building an interactive Natural Language Processing (NLP) chatbot, enabling customers to access the Salesforce Experience Cloud portal, engage with the bot, and find relevant help articles and content – minimizing the need for direct agent assistance.

Phase Two: Service Cloud Voice Integration

In the second phase of the project, OSI Digital assisted Hyundai Capital Canada in implementing Salesforce Service Cloud Voice with Amazon Connect to address challenges related to their existing IVR and networking systems. OSI Digital played a pivotal role in the seamless migration of the IVR system to Salesforce, unifying customer information through Customer 360 to improve call handling. They also developed custom features using Lightning Web Components (LWC), enabling external calls to Hyundai's Customer Loans and Payment system, "defi Solutions," via MuleSoft middleware. Additionally, OSI Digital implemented conversation intelligence rules to suggest the most appropriate actions for agents, which streamlined resolutions and significantly enhanced the overall customer experience.

The Results

These improvements elevated the customer and associate experience while enhancing the efficiency of Hyundai Capital Canada's customer service operations. Key results included:

› **Enhanced Customer Interaction:** Automated case creation and prompt responses improved the overall customer experience.

› **Efficient Workload Management:** Queues and prioritization ensured that agents could manage their workload effectively.

› **Real-Time Insights:** Custom reports and dashboards provided actionable insights, enabling informed decision-making.

› **Improved IVR Integration:** Transition to Service Cloud Voice streamlined customer interactions and unified customer information within Salesforce.

› **Accelerated Agent Productivity:** The Next Best Actions and conversation intelligence rules accelerated agent workflows and improved efficiency.

Conclusion

Hyundai Capital Canada experienced a transformative shift in their CRM. The integrated platform provided a unified view of each customer by consolidating data from multiple sources. This comprehensive 360-degree perspective enabled the company to understand their customers' needs and preferences more deeply. This strategic partnership between Hyundai Capital Canada and OSI Digital resulted in significant improvements as they were able to deliver efficient and personalized service to their customers which in turn led to better user experience, higher customer satisfaction, and substantially enhanced business performance.

OSI Digital

About OSI Digital

OSI Digital, Inc., provides purpose-built business and technology solutions that optimize performance to enable data-driven outcomes for our customers. OSI accelerates digital transformation by offering integrated solutions that capture, secure, integrate, analyze, and optimize data. Our services include the design, development, and implementation of new solutions as well as the ongoing management, enhancement, and support of our customers' existing business systems.

OSI Digital was founded in 1993, in California and has since expanded to a global team of employees worldwide. We have offices in the US, Canada, India, Philippines, Dubai, Australia, Malaysia and the UK. Our main offshore delivery center of excellence is located at our state-of-the-art campus in Hyderabad, India, with additional locations in Chennai, Delhi, and Bangalore. For over 30 years and counting, we have supported a diverse portfolio of customers across various industries, including: Software & Business Services, Financial Services, Life Sciences & Healthcare, Manufacturing, Energy, Retail, Agriculture, and the Public Sector.

Our client base ranges from start-ups to Fortune 500 corporations, including: Hyundai AutoEver America, Hyundai Capital America, Moderna, Chicken of the Sea, Beachbody, Stanley, Skechers, US News & World Report, World Oil and Kestra Medical Technologies. OSI Digital has developed strong partner alliances with the world's leading technology providers such as Oracle NetSuite, Boomi, Salesforce, Tableau, Microsoft, Amazon Web Services, and Snowflake.

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