

Christian Brothers Automotive[®] Builds Car Count through Improved Phone Skills



Case Study

In early 2018, the Service Development team at Christian Brothers Automotive Corporation (CBAC) was looking for new ways to measure and improve customer service and sales skills. They knew that phone calls were a critical part of their guest journey and envisioned a large opportunity from more callers trusting Christian Brothers Automotive with their vehicle service needs.



**Christian
Brothers**
AUTOMOTIVE[®]

The mission of Christian Brothers Automotive is to create an uncommonly great experience for customers in need of auto service and repair.

- Founded in 1982
- Operating in 32 states at over 200 locations



"ServiceScore has been an outstanding partner in supporting our goal to deliver a world-class experience on the phone that results in more callers trusting Christian Brothers Automotive with their service needs."

Brad Fink
VP Leadership Development

Opportunity

With phone calls being the first interaction that many customers have with the brand, the CBAC team sought performance data by location, best practices to increase conversion to service appointments, insights into creating an exceptional caller experience and easy to use coaching tools for Owners.

Solution

CBAC engaged ServiceScore to develop a customized measurement process using their G.R.E.A.T. call method and reporting tools. A pilot of 30 locations began in April 2018 where individual phone call recordings were reviewed and scored to assess customer service and inside sales skills. Reports and recording files were emailed to franchise Owners for efficient access to these tools for coaching their Service Writers to improve skills that result in more service appointments.

Results

Based on the increased conversion rates, strategic insights gained and high Owner satisfaction, the CBAC Senior Leadership Team expanded the ServiceScore program to all locations in January 2019. Franchise Owners have access to individual performance data as well as benchmarks for improvement. CBAC senior leadership receives a monthly dashboard report to monitor ROI of the program and review suggestions for training and innovation from the ServiceScore team.