

Engagement improves the customer experience



Workshops find the best ways to boost customer experiences

Business Need

It's easy to measure sales volumes, but it's much harder to analyse how customers experience the purchase process. It gets even harder to ensure a consistent customer experience when sales take place across a network of geographically dispersed dealerships.

Lexus and Toyota wanted to unpick how well their dealerships and corporate office employees were serving their customers.

Solution

We conducted a series of workshops and user testing to understand and help resolve any pain points identified by customers.

We also developed a set of enhanced analytics dashboards to provide the feedback to ensure a consistent, positive user experience.

The resulting tool provides a powerful way to enable dealerships and corporate users to focus on improving the customer experience.



NTT DATA is a top 10 global business and IT services provider with more than 120,000 professionals in over 50 countries.

NTT DATA can help develop the tools and systems you need to monitor and optimise the customer experience.

[Get in touch →](#)