



Customer Spotlight

Reynolds & Reynolds



SCP Certification Leads to Significant Productivity and Performance Improvements

The Company

With more than seventy five years of automotive industry experience and operations in more than twenty countries, Reynolds and Reynolds provides advanced solutions for customers throughout the worldwide automotive retailing marketplace.

Reynolds and Reynolds aggressively drives the worldwide transformation of automotive retailing to create a positive purchase experience for the consumer, while also helping dealers and manufacturers get closer to the consumer and eliminate excess cost and operational inefficiencies. Deep market knowledge and capabilities enable Reynolds and Reynolds to provide innovative, customer-driven products and services that bring retailers, car companies, and consumers together into an efficient and exciting retailing experience.

Customer Support as a Core Asset

Five years ago, Reynolds and Reynolds decided to engage consultants to help audit all systems and processes. One of the key groups involved in this process was the firm's customer services operations - particularly the Reynolds and Reynolds Technical Assistance Center (TAC).

Providing all remote service support, Reynolds and Reynolds' TAC operations have more than 400 associates located at U.S. centers in Dayton, Ohio and Atlanta, Georgia in addition to two Canadian centers in Montreal and Mississauga. Averaging over 6,000 calls per day, the TAC supports 212,000 software applications, 11,000 information systems, and 530,000 peripherals.



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To handle its heavy workload and breadth of products, the TAC provides and uses a range of sophisticated systems and services, including:

- State of the art facilities, technology, and tools
- Computerized Service Event Management and CaseBase technology
- "Knowledge management" process
- Customized support available for manufacturers and large enterprises
- Continually evolving self support tools and options
- Multi-lingual capabilities for North America

With a successful support staff and infrastructure already in place, Reynolds and Reynolds decided to seek out a certification program to ensure the centers constantly improved and evolved as an industry-leading operation. "Support has always been a core part of our business," said Ed Bolka, vice president Technical Assistance Centers and service logistics. "It has a tremendous impact on customer loyalty and we continue to recognize its value. After moving into a new facility and going through a consulting process with all our operations, evaluating and improving our support structure was a natural part of this initiative."

Reynolds and Reynolds Approaches the SCP Certification Program

After working with a variety of consulting companies in previous years, including some of the Big Five firms, Reynolds and Reynolds chose the Support Center Practices (SCP) Certification program as the best way to take their support services to the next level. Unlike consulting groups and other programs, Service Strategies and SCP Certification offered an industry-specific approach and unique value.

"We had been involved in many certification processes and we had spent a lot of money developing benchmarks with some of the Big Five consulting firms. But we were disappointed in what they came back with because they didn't understand our industry," states Bolka. "On the other hand, SCP certification is a good value and proved to be a very practical tool for improving our processes and performance."



SCP Highlights Keys to Improvement

During Reynolds & Reynolds' initial experience with SCP Certification, immediate progress was made towards defining which areas the firm should focus on and which areas of customer service and support was already performing well. "The SCP Certification program shows our strengths as well as the areas that could be improved," said Bolka. "For example, we've always been good at product training and SCP confirmed this. But SCP helped us see that we needed to address our employee growth and new skills training."

With the help of the SCP program, the TAC developed a core set of guidelines that form the foundation of all interactions with customers, including:

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Ed Bolka,
Vice President of Technical Assistance Centers and Service logistics

- Treat customers and associates as our most important assets
- Support customer usage of Reynolds and Reynolds solutions to drive better business results
- Provide fast, first contact resolution to customer service requests when they need it
- Offer optional methods of support contact, content, access, and tool usage
- Solve any problem only one time

Another need SCP highlighted was the importance of online customer support. With a fully-functioning online tool that customers could access around the clock, customers could get the help they need while reducing the volume of incoming calls. "One of the first things SCP showed us was the value of online support," remarks Tami Graham, operations and technology support manager. "We created an online support knowledge base for our customers and allow them to submit tickets. Now, we offer 24x7x365 support available through our online support site: my.reyrey.com."

Tangible Results

After achieving SCP Certification, Reynolds and Reynolds experienced positive results in both productivity and performance that have directly affected its bottom line. SCP driven technology, process, and training improvements accounted for large portions of productivity improvements. Over the last five years of re-certification, applications and devices supported by Reynolds TAC increased by 52 percent while resources increased only 15 percent.



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While making these significant productivity improvements, the Reynolds and Reynolds TAC maintained superior customer satisfaction and in some cases, also improved its responsiveness. Staff training improvements led by SCP enabled associates to identify and fulfill customer needs more quickly while generating significant incremental revenues. To date, the TAC resolves nearly 75 percent of first calls in an average of seven minutes with most calls resolved in less than 60 seconds. "We're constantly trying to compete on all levels," said Graham. "If we satisfy our customers the right way, they will stay longer."

The gains in the TAC's productivity and performance boosted Reynolds' bottom line by giving the company a significant competitive advantage. "The National Automobile Dealers Association produces an annual survey that the entire automotive industry uses to benchmark performance. Since we've achieved SCP Certification, we've achieved a 10-point lead over our next competitor," said Bolka. "That lead was driven by our customer service efforts."

Continued Improvements

The SCP certification program provided immediate results and the yearly certification process enables Reynolds and Reynolds customer service to improve on its prior successes. The Technical Assistance Center considers the annual SCP Certification to be their definitive "report card." The TAC spends a great deal of time preparing for the audit and is anxious to get its score. However, as technical manager Sam Graham states, the real value of the audit is not the score, but what each employee learns. "SCP raises the bar every year. Each time we go through the audit we have to reinvent and improve. SCP also highlights the areas where we've improved and show strength," says Graham. "It's a good feeling to know that you are doing the right things and constantly improving everything you do to better serve the customer."



To learn more about the Support Center Practices (SCP) Certification program and what it can do for your support organization, contact **Service Strategies Corporation** at 800.552.3058 email info@servicestrategies.com, or visit www.spcertification.com

