OSG

Customer Analytics for a National Auto Service Provider Led to $100M Increase in Revenue

How OSG helped a national auto service provider understand specific drivers of customer retention, and implement a customer experience management program nationally, leading to a 1% improvement in customer experience.

> "OSG's impact on our business is magnificent. We have identified growth opportunities, and with their superior analytics, could make a significant dent on our Customer Experience. That has contributed significantly to store visits and profitability."
>
> VP, Analytics

Executive Summary

Our client has hundreds of stores across the country, with more than 20 million transactions completed per year. They enjoy over 30% market share, but their goal was to penetrate higher-end transactions and share of wallet. They had been experiencing a decline in per-store revenue and identified customer retention as a major contributing issue. OSG deployed deep machine learning and powerful behavioral analytics, which accelerated and industrialized analytics as well as actionable insights for their national network.

Real-time analytics now allow for seamless drill-down to franchisee and store-level performance, enabling dynamic benchmarking of performance and customer experience. The client has seen a 1% improvement in customer experience, resulting in $100M in incremental revenues.

OSG was tasked with three key objectives:

1 Understand the voice of the customer and identify key drivers of customer experience.

2 Quantify the importance of different drivers and assess how they impact customer retention and loyalty, thereby increasing revenue.

3 Design and implement a tracking system to improve customer retention.

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Strategy

OSG used a three-phase process for the project: Program Definition, Pilot Deployment, and Activation.

Program Definition

- Information Audit
- Customer Segmentation
- Definition of KPIs: Drivers of customer satisfaction and loyalty
- Research and dashboard design

Pilot Deployment

- Identify and prepare 270 stores for pilot
- Collate data through 12,000 surveys
- Quantify the importance of drivers using behavioral analytics and analysis interpretation

Activation

- Finalize recommendations from pilot using OSG's AI-powered big data analytics platform, Dynamo
- Implement training programs across stores
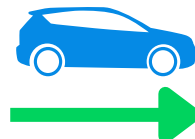- Refine survey and KPI implementation

Results

The findings of this project resulted in:

The stores in the pilot had a 2.5% year-on-year increase in revenue, totaling a $100M increase in revenue. The non-pilot stores saw a 2.8% reduction over the same time period.

Number of vehicles per store per day, over 15 months

+2.5%
Pilot Stores

−2.8%
Non-Pilot Stores

$100M Increase in Revenue

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Product Highlight

RetailX360 is our retail store and customer solution, for consolidating business data and focusing on customer service and employee performance. By having a holistic view of past and present customer data, our analytics can build predictive models for future customer behaviors and needs. This way, business strategies can be developed that will account for future market changes and trends.

The Power of OSG Analytics

OSG is a global technology and analytics provider that delivers outcomes on customer engagement to Fortune 500 clients with the help of leading analytical technologies and world-class global resources. OSG uniquely combines historical data with the future needs of patients, physicians, consumers, or customers of our clients by going beyond the "who" and the "what" and understanding the "how" and "why" behind their decision-making. OSG focuses on the 3E's, Behavioral Expectations, Superior Experiences, Guaranteed Engagement, to help drive growth through customer-centricity.

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