

# Germain Motor Company

## Case Study

Shaun "NIFF" Kniffin



### Challenge:

Shaun "NIFF" Kniffin, Director of Marketing & Technology for the Germain Motor Company recognized that some stores were experiencing longer than average hold times and a higher percentage of calls that did not reach the intended agents. Without a functioning service BDC some stores were creating bottle necks of callers with multiple attempts from customers trying to reach their designated service advisors to either schedule appointments or receive quick status updates.

### Solution:

By removing simple service scheduling processes from the flow of inbound calls, the newly-installed STELLA AI allows for more person-to-person interaction to happen without sacrificing the ease of scheduling appointments. This improves the customer experience by allowing technology to replace human interaction when necessary and acceptable, while allowing more time for the more complicated conversations regarding the status of the vehicle being serviced.

### Result:

Customers really like the ease of use of interacting with STELLA AI. The cost savings of having to attract, develop and retain quality associates is a nice serendipity when using technology to bridge the gaps when staffing continues to be lighter than usual. According to Kniffin, "Our expectations are to continue to use STELLA AI technology to make things easier fo both our associates and our customers."

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