

Hit by a stone? - And now? Carglass®.

Carglass® is number 1 in Germany with regards to auto glass due to their high brand awareness and many service awards. Lots of customers stop by spontaneously with the high expectation of a fast and free repair. This expectation is obtained to be exceeded in the best case in order to inspire customers and win them over for Carglass®. Unfortunately not every chip in the windshield can be repaired due to safety reasons and might not stay free of charge for the customer. Customers are mostly unaware of the critical background that takes place when a repair of the windshield is possible or an exchange is necessary: In the end, it is “only” a small chip in the windshield. Due to this reason Carglass® initiated the project »1fach! Erfolgreich!« in October 2014 to optimize the existing Drive-in Customer Journey for customers without appointment. The goals are to stronger visualize the expertise through the customer experience, to create transparency of the diagnostics and to gain the customer’s trust regarding recommendations and solutions for repair or exchanges.

Three service centers explored the new process while customers and employees were interviewed and new ideas straightly tested. In order to transfer the new Customer Journey into the organization a lot of visual media is applied: posters and a comic movie describe the new Customer Journey, diagnosis tools integrate the customer in the process and support the expertise of Carglass®. These subject matters endow the employees with self-assurance during their own argumentation and make it concrete and comprehensible for the customer at the same time. During two-day workshops the employees – from managers to mechanics – were trained all over Germany. Mediating the new Customer Journey, appearing as an expert, precise support for argumentations as well as the sensitization for different types of people respectively customers were the main contents of this preparation. For this purpose the LIFO-Method* was utilized, which is meanwhile also used within the company.

The sustainable implementation is ensured by a continuous monitoring by the service teams during the day-to-day business. The project itself is understood as an incessant improvement process for the new Customer Journey.

!!! Please also ckeck our Customer Journey film:

<https://vimeo.com/134385481> (Password: award)

*Life orientation according to Atkins and Katcher