

# Case Study

VOLKSWAGEN FINANCIAL SERVICES

THE KEY TO MOBILITY

## Overview

- Provides a range of financing and aftersales options on Volkswagen Group vehicles.
- Constantly looking to improve the services it offers to customers.

## The challenge

- VWFS wanted to transform the way that its customers gained access to account documentation, requiring a solution that delivered efficiency gains and enhanced the customer experience.

## The results

# 130,000

customer documents were searched in the first four months and over 65,000 downloaded by customers.

# Around 5,000 emails

or calls per month have been removed because customers are now able to find information themselves.

Saving on postal codes.

Documents shared in a way that is much more secure and immediate.

## The solution

Our relationship with VWFS was initially based on supporting its transactional communication output and on utilising our SmartView technology to provide a digital repository of customer communications for customer service operatives.

With our help, VWFS introduced a customer portal – effectively another door into SmartView that enables VWFS customers to self-serve in terms of finding their account documentation and checking status on items such as statements, vehicle loan terms and more.