

Case Study

RACT

RXP delivered RACT with a Membership Relationship Management system that overcomes technical limitations and puts the customer at the heart of the business.



Client

Royal Automotive Club of Tasmania (RACT), Hobart

Challenge

A four month comprehensive review of RACT's ICT systems resulted in the recommendation to initiate a program of systems modernisation.

RACT customers are increasingly viewing RACT as one organisation and expect all RACT staff to be able to service their needs across the whole range of RACT products and services in a knowledgeable, timely, and effective manner.

RACT's existing CRM was a read only system and unable to present information from all lines of the business in the customer view. Additionally it was not mandatory for Customer Service Operators (CSOs) to use the CRM system during client interactions.

This system enabled CSOs to offer a consistent customer experience, resulting in world best customer services practices for RACT clients.

We leveraged the powerful capabilities of the Microsoft Dynamics CRM platform and performed a high degree of customisation and integration, with RACT's key product systems to provide CSOs with a single customer view across all systems.

The MRM sits above existing systems and provides CSOs with a window across all systems. Every customer interaction is now captured within MRM irrespective of the source, including branch visits, phone calls, emails, and letters. This enables CSOs to refer back to the customer's record to view previous interactions and understand the person's relationship with RACT.

In doing so CSOs can tailor the experience provided to the person they are dealing with to provide a more engaging and meaningful conversation relevant to their specific situation, and offer products most relevant to that person.

Outcome

The solution provided by our team gives RACT's officers a streamlined dashboard with a consolidated customer view, provides the marketing team with next best opportunities to act upon and reduced system and training costs for their staff.

Our Work

We delivered RACT with a Member Relationship Management System (MRM) to assist RACT to modernise its IT environment with a customer centric platform to define and streamline business processes, enhancing customer engagement.

Contact

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