

They trust us

/November 2019

Quality of service first and foremost

By sending solicitations to customers 1 to 2 months after their purchase, the Station 7 group demonstrates both:

- A pronounced customer listening approach
- Its ability to solve any problems encountered quickly.

Client case

BMW Station 7

Meeting the requirements of the seat is the challenge of all car dealerships. Cyril Vrain, director of Station 7 concessions in Marseille, described his method of ensuring good customer returns, and maintaining the financial health of its establishments.



Station 7, a customer relations approach based on listening and customer loyalty.

For Cyril Vrain, who worked for 15 years in the group, in the marketing and commercial departments, the BMW strategy is the following. First, remain a premium brand on the market. Then, boost its power of attraction (especially by paying particular attention to customer satisfaction).

"In the automotive sector, BMW has the highest loyalty rate" (58%) for Olivier Philippot, BMW's Director of Network and Quality Development.

In a highly competitive industry, maintaining such a level of performance is a real challenge. Here's how, using the I Feedback Now solution, the Station 7 group has secured a bright future.

Contact us

I Feedback Now

E-reputation managing experts, thanks to feedback collection and analysis

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Our collaboration in 3 questions

Q1. Why did you choose to go through customer review collection software?

R. For two reasons: the first being that customer satisfaction directly impacts our business over the long term. The second is that the quality of our services is a priority for us, so it is important to be able to measure it!

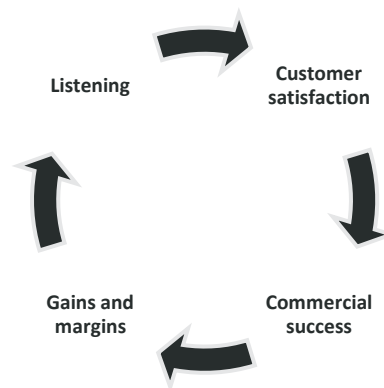
Q2. How are reviews collected?

R. Opinions are collected in two ways:

- passively, because the customer can make a claim at any time;
- actively, because it is systematically recalled after its passage in concession, and before the end of contractual warranty of its vehicle.

Q3. What has this new tool changed in the way your business works?

R. New reflexes have been put in place within the team. For example, giving a quick and mostly tailored response to an unsatisfied customer.



One final word? The collaboration between I Feedback Now and Station 7 allowed them to enter a virtuous circle. The company no longer suffers from customer reviews, but makes the most of it.

The collection of customer reviews, at I Feedback Now, involves an intuitive and efficient software. It allows you, at a glance, to perceive the evolution of your business. Cyril Vrain sums it up: "It's a bit like spending several hours a day in each of our concessions." In short, a global vision, and powerful tools to improve your performance, this is I Feedback Now.
