

BELRON

CSC

50 YEARS
STRONG

Belron is the world's largest automotive glass repair and replacement (AGRR) company, generating revenues of over €2Billion last year. The only global player in the AGRR market, it owns the best-known brands in the industry - in the UK they are known as Autoglass.

Around the world it operates in 28 countries on four continents and has over 1,700 branches and 8,000 mobile repair vehicles serving over 8 million customers a year. In both revenue and operations, Belron have doubled in size since they contracted with CSC in 2001.

BUSINESS CHALLENGE

Autoglass' business objective was to improve the reliability of its management data and in particular:

- obtain an improved visibility on sales and margins; and
- quickly transfer production requests to the workshops, without a second information entry, by links between the back and the front office.

To enable this CSC was contracted, within its 10 year outsourcing agreement, to implement a call centre system that directly linked to back-office support systems.

SOLUTION

Implement the 'Bridge Solution' which modernised the Belron back office systems, including job control, finance, stock, logistics, sales and marketing. These were all re-engineered and a state-of-the-art call centre system was developed and integrated with back office systems developed in Oracle.



For the customer call-handling system, the business systems are now directly linked to call-handling so that the call centre staff can deal fully with every call without transferring callers to other departments. Calls that need a particular skill set are routed to defined individuals and when calls are transferred the customer data displayed on the screen is transferred along with the call.

RESULTS

The CSC solution has:

- improved customer service
- increased revenue
- provided greater service differentiation
- enabled business processes to be fully integrated with call-handling; and
- improved the conversion rate from call to order.



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