

France Pare-Brise leads with customer-centricity



The company

France Pare-Brise (FPB) is the replacement and repair specialist of automotive glasswork and of on all the elements supporting visibility in vehicles: windows, optics, cameras and more generally driving assistance.

Since its creation in 1993, France Pare-Brise has had a dual objective: to make life easier for customers by offering more and more services and to better meet the needs of insurers. France Pare-Brise has made this objective a reality thanks to its network of more than 340 centres.

“Providing visibility on the feedback and the capability for the local teams to handle the voice of the customer directly allows us to go beyond the classic service script. Our centres can personalise the conversation with clients to drive loyalty, something which is impossible for HQ teams and/or customer service to do. The repair centres take care of the customer from start to finish, because people are at the centre of our business.”



Léa Bernard, Marketing & Customer Relations Director, France Pare-Brise

1. The situation

Customer delight has been at the heart of France Pare-Brise's activities for many years. Historically, the management of customer feedback was handled by the headquarters teams who would collaborate with the centres to reply to questions, incorporate suggestions, share praise, or resolve issues. In the event of a particular question or a specific problem, the centralised service worked with the centre concerned to get back to the customer with an answer or a resolution. With this approach, France Pare-Brise was able to manage a large volume of feedback that were then published online to increase trust and raise the brands' reputation. The centres benefit from the results of their excellent service and expertise with the feedback being visible to any prospective customer.

This collaboration led to the centres being aware of the importance of listening to the customer's voice and responsible for monitoring important indicators such as the CSAT and NPS. But beyond this key milestone, it was important for France Pare-Brises to speed up the programme. The objective was to answer specific questions or resolve particular problems almost instantaneously. **Since the centres were already committed to their online reputation, there was a strong desire to go even further to delight the customer.**

2. The challenge

Traditionally, France Pare-Brise measured customer satisfaction with regular but episodic barometers providing a time-limited view of overall satisfaction. This approach also meant that customer questions and problems were identified during these intervals but not outside of these. It did not allow the centres to have a complete and continuous view of their clientele. However, the volume of notifications generated was manageable through a central team.

France Pare-Brise started looking for a solution to engage their customers in an always-on manner, to enable the centres to access the feedback and respond to customers, while enhancing the reputation of the centres and the whole group online.

“It was important for the solution to create a strong partnership between the head office teams and the centres in order to delight the customer, convey trust and showcase expertise. Indeed, centre managers wanted to see real-time customer feedback and to personalise the relationship with them to exceed their expectations. This is an important aspect of their work. For the teams at headquarters, it was crucial that the local teams had live access to all feedback.”



Léa Bernard, Marketing & Customer Relations Director, France Pare-Brise

3. The solution

France Pare-Brise chose Goodays to realise this customer-centric program designed to reinforce the connections headquarters-local teams-customers.

For France Pare-Brise, Goodays met all the necessary requirements for a differentiating customer-centricity program: an easy-to-use platform, designed for the local teams, extensive features to measure the customer experience, native capabilities to share the results and use the voice of the customer online to boost e-reputation.

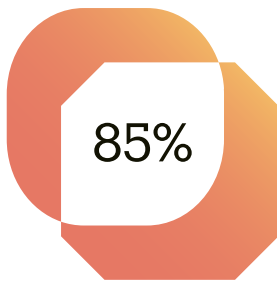
The adaptability of the Goodays teams and the conscientious support reassured all the stakeholders within France Pare-Brise. It allowed the teams to take ownership of the solution while being able to count on the expertise and reactivity of the Goodays support.

Goodays' regular innovations lead to significant time savings and a safe process when establishing a direct relationship between the local teams and the customers to address feedback.

4. The results

Today, France Pare-Brise can collect and meaningfully address a much larger volume of customer feedback. The company has a real-time view of customer satisfaction to iterate on its customer experience strategy. Data is communicated both internally putting the customer at the centre of the business and externally to promote e-reputation. Centres capitalise on customer feedback and share it with their teams, positive or not, to motivate employees and for continuous improvement of the customer experience. Customer obsession, combine with this all-round approach, is France Pare-Brise's clear competitive advantage.

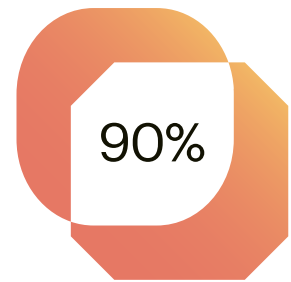
By conveying trust and showcasing expertise, France Pare-Brise acquires new customers and increases its turnover. Customers are the first to benefit from this comprehensive approach to customer-centricity. They regularly express gratitude on the website. These comments are visible externally on the digital shop window, internally to the headquarters and to the centres.



of customers are advocates



For customer satisfaction score



of feedback is composed of compliments

“The rating of our centres and the management of e-reputation are important objectives for our Network. Thanks to all the actions carried out with the Goodays solutions, the quality of our online presence is rising month on month.”



Léa Bernard, Marketing & Customer Relations Director, France Pare-Brise