

Clicktools helps Cars.com save money and increase client retention



Cars.com is the number one online market place for used cars. Working directly with both dealers and consumers, Cars.com prides itself as a leading edge company that takes it's customers and technology seriously. In 2007, Cars.com approached Clicktools to assist in bringing their customer satisfaction surveys in house.

The Story

Cars.com regularly sends Customer Satisfaction surveys to dealers in order to ascertain levels of service, pricing, employee performance, etc. Until 2007 these surveys were outsourced. The data resulting from surveys would have to be re-formatted to flow into the Cars.com systems, which took a lot of time. Detailed analysis was done manually, and although the surveys were a must, the impact was almost null by the time people received the information.

Moving forward, Larry Hall, CRM Manager, recalls how amazed he was with the costs and time to deploy Clicktools. "We were astounded at the speed in which Clicktools was deployed and the ease of which we could customize it. The ROI was immediate."

When the 1st campaign went live, there was an immediate 'buzz'. "Everyone from Senior Management to Account handlers were asking for the reports. With data being provided in real-time and the simplicity of the interface, word had spread very fast."

"We are seeing the benefit of using Clicktools right across the company, ranging from increased customer loyalty and retention to driving new business. We have seen retention figures double, satisfaction levels increase and product improvements made. The sales team are informed in real time about customer comments and can respond immediately to problems."

Cars.com is so happy with Clicktools that they are expanding it to their marketing division and making greater use of deeper analytics. "We have always found the support team very helpful and nothing too much trouble. The product is great, the people are great. We believe Clicktools is the best product for integrating customer feedback with Salesforce."

"On the first day of deploying Clicktools we contacted and retained a customer that was considering going elsewhere."

Larry Hall – CRM Manager, Cars.com

Client:

Cars.com

Clicktools Primary Use:

- Customer Satisfaction Survey

Challenge:

- To replace an outsourced solution for running customer satisfaction surveys

Main Wins:

- Increased customer retention by 50%
- Reduced costs
- Taken customer experience program to a new level

For a FREE demo contact the Clicktools team:

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Clicktools – AppExchange
Customer Choice Winner in 2008/9

