

Customer Communication Management

Client Need: The provider of an electronic customer communication solution sought entrance as a supplier to the auto finance industry and required understanding of how its solution could solve that industry's specific needs.

Solution: BenchMark analyzed the provider's electronic customer communications solution in relation to core auto financing processes and customer contact points. BenchMark provided recommendations including auto finance processes and workflows that could be enhanced using the provider's solution as well as recommendations to support of effective target marketing.

Results: The provider has introduced its solutions and continues to gain momentum in the auto finance industry.