



# INFINITI: A CUSTOMER EXPERIENCE TRIUMPH

How Infiniti Jumped 52 Points In SSI With Foresight™

In 2011, Infiniti partnered with Vital Insights™ to bring meaningful change to their customer experience platform. This is their story.

## The Problem

In 2010, Infiniti recognized its Customer Experience Management program was in need of a meaningful overhaul. Their old phone and paper surveys were ineffective and slow, customer issues were difficult to track and resolve, and they had no real-time feedback channels to monitor the customer voice. Their J.D. Power customer satisfaction rankings were stagnant, and their issue resolution rates hovered around 72%.

## The Need

Infiniti needed a partner that understood the automotive industry and excelled at Customer Experience Management. As a leading luxury brand with focused ambitions, Infiniti was determined to find a powerful set of tools to effect the impactful change it desired. Infiniti required the following:

- Real-Time, accountable issue resolution
- A closed-loop tracking system, ensuring constant access to all customer feedback
- A platform optimised for intensive customization
- To become a leader in world-class customer experience

## The Objective

For Infiniti, we aimed to leverage our sophisticated portfolio of CEM software solutions to deliver real-time, actionable intelligence and true, closed-loop issue resolution technology across every Infiniti dealer, in a highly customized, beautifully branded package. We call our industry-leading technology Foresight.

## The Solution

Vital Insights worked alongside Infiniti to customize, develop and deploy the Foresight platform across its dealership base. In the year following launch, Foresight became the centrepiece of Infiniti's call to action on delivering the perfect customer experience:

- Foresight provided Infiniti with a real-time, closed-loop, highly customisable platform they could make their own
- After the first year of implementation, Infiniti increased their Fix It Right The First Time numbers from 94% to 97%
- Issue Closure Time decreased by 96%
- In 2012 Infiniti saw a 57% increase in usable survey return rates
- Issue resolution rates, within a 72 hour time-frame, have risen from -72% to 80%
- Survey response rates have increased 75% since implementation of the Foresight platform.
- J.D. Power ranking has increased from #10 to #2
- SSI Score has increased 52 points, largest YOY increase in J.D. Power history

## The Conclusion

Vital Insights is dedicated to technologies that drive action in organizations worldwide. Our success with Infiniti illustrates the power of our platform and the strength of our company in the industry. Our technology is designed to meet the needs of modern, customer-centric brands in search of powerful CEM tools, and we will continue this success across every organization that partners with us.



Want to try Foresight? Contact us for a free demo of the industry's best real-time automotive CEM platform:

w: [vitalinsights.com](http://vitalinsights.com) e: [info@vitalinsights.com](mailto:info@vitalinsights.com) t: +1.905.565.5777 a: 60 Courtney Park Drive West, Unit #3, Mississauga, Ontario L5W 0B3