



KIA: WINNING WITH FORESIGHT™

How Kia Motors America Went From Pilot To Full Roll-Out Of Vital Insights™ Foresight Platform.

In 2013, KIA partnered with Vital Insights™ to overhaul their Customer Experience program. This is their story.

The Problem

KIA Motors was relying on an ineffective tool for capturing and actioning customer feedback. Their SSI Study rankings had them at the bottom of the industry for two years running. They had no ability to customize their platform, and slow survey follow-up times meant stale customer data. Their ability to capture, track and resolve customer issues was in question, and customer satisfaction rates were floundering.

The Need

KIA Motors was in need of a robust solution for the holistic and efficient tracking of customer feedback and issues. KIA required a real-time solution, where issues could be tracked across all touch points, and resolved immediately and effectively. KIA needed immediate and substantial improvements to their system, as follows:

- A platform optimized for intensive customization
- Flexibility of survey content, design, and scoring methodology
- Real-Time accountable issue resolution, with multiple layers of management oversight
- Ability to integrate with customer event data sourced from corporate IT company (HISNA)

The Objective

At Vital Insights, our guiding principal is Action. We believe in driving action at both the dealership and enterprise level. For KIA, we wanted to revolutionize their aging CEM platform and reinvigorate their customer experience.

The Solution

KIA opted to pilot the Foresight platform, and the results were nothing short of impressive:

- Increased Issue Resolution Success within 3 days of a reported issue from 6.2% TO 37.9%
- Achieved a stunning average issue resolution time of 1.86 days
- Created a fully customizable platform with dashboards available at the dealership and corporate level
- Integrated Foresight with the corporate IT data stream
- Provided dealers the ability to monitor Sales Consultants' and Service Advisors' progress in order to determine low-performing personnel and take action on training and program enhancements

“ With this program we have learned how to better communicate with our customers. We have a much better understanding of what they want and what they don't. All of these changes are due to the feedback that we have received from the VI pilot program. Our survey scores over the last 6 months show what this program has do...we have done for them. ”

The Conclusion

KIA launched Foresight across every KIA dealership in the US, continuing Vital Insights streak of successful large-scale deployments.



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

w: vitalinsights.com e: info@vitalinsights.com t: +1.905.565.5777 a: 60 Courtneypark Drive West, Unit #3, Mississauga, Ontario L5W 0B3