



Consumer Engagement



MSX provides services that inspire consumers to explore additional opportunities. We help develop and implement tailored and strategized solutions that enhance consumer interactions and help boost sales organically, without pressure.

With over 25 years' experience supporting automotive brands around the world, MSX has created a range of solutions that offer 360-degree support using expert teams who understand the sophisticated needs of today's consumers.

MSX Consumer Engagement services are responsible for your brand's consumer experience, from initial engagement to aftersales advice. We offer solutions that enhance every interaction with more personalized guidance and inspire consumers throughout their entire journey.

We deliver support that goes beyond traditional contact center services, and boost consumer loyalty through seamless issue resolution and value enhancing engagement.



Mapping your way to a better future

Improving consumer engagement requires a comprehensive approach that incorporates people, processes, and technology. Our services create a seamless journey for the consumer while generating leads for your business, extending our support wherever it's needed.



People

Our team of knowledgeable and consumer-focused professionals have a passion for delivering exceptional consumer service. We can help design, develop and implement new strategies that will further enhance your CX operations and create a positive and welcoming environment for your customers, making them feel valued and appreciated.

Processes

We will help streamline and optimize your processes to further enhance consumer engagement. By leveraging communication tools and intelligent workflow automation, you can create more efficient and effective processes that reduce wait times, provide higher levels of accuracy, and ensure a seamless experience for the consumer.

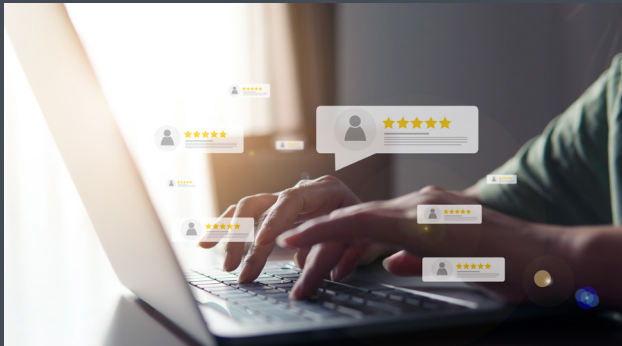
Technology

From mobile apps to online portals, we can introduce a variety of digital tools and improve the consumer experience at „phygital“ and virtual touchpoints, for example, the metaverse. AI and robotic process automation power our end-to-end business process and help you build stronger consumer relationships and increase brand loyalty.

Developing a winning CX strategy

MSX Consumer Engagement solutions combine our people, processes and technology services, delivering tailored roadmaps that will help increase consumer engagement and improve loyalty and retention.

We work closely with you to identify key improvement opportunities and develop tailored solutions that enhance product and service knowledge, improve engagement with your brand and product and drive greater consumer satisfaction.



Consumer Engagement Center

Our Consumer Engagement Centers promptly and accurately respond to the consumers, from simplest enquiry to the most complex technical request. Using predictive analytics and real-time information, we can improve consumer care with uptime services and determine a 'next best action' related to a consumer's situation.

Business Development Center

Our Business Development Centers are essential to building brand loyalty and trust. We anticipate problems with 'next issue avoidance' data and improve service lead management, assuring strong results in terms of service revenue and consumer retention.

Consumer Journey Optimization

Our Consumer Journey Optimization solution is designed to enhance the overall consumer experience by monitoring and optimizing various touchpoints throughout the customer journey, ensuring a positive experience at every step.



Generating loyalty and returns through valued support

Automotive consumer engagement is at the heart of everything we do. We have a proven record of outstanding service delivery across multiple automotive clients, and we expertly deliver all activities, from sales and warranty to goodwill and social media engagement. Our clients:

- Improve consumer satisfaction through seamless issue resolution
- Broaden product or service knowledge and increase consumer usage
- Enhance engagement and connection with the brand and products
- Increase consumer loyalty and retention with personalized services
- Generate revenue through value-enhancing activities



Consumer Engagement solutions, tailored to your needs

Our Consumer Engagement solutions ensure we can offer the right package and services to meet your organization's unique requirements. Whether you'd like us to develop a complete strategy that includes programs, services and technologies and deploy it across your business, or tailor a project in response to a specific challenge or opportunity, our smart and cost-effective solutions will work for you.

Full-service BPO

MSX delivers end-to-end solutions, from concept and design to delivery and ongoing support. Our expert teams use best practices, proven techniques and innovative technologies to support your business operations now and in future.

On-demand projects

Our solutions and services are flexible and dynamic, so we can adapt quickly to the requirements of your ad-hoc projects and manage them faster and more cost effectively than most in-house arrangements.

MSX digital platforms

Our innovative CX solutions combine robotic process automation (RPA) and artificial intelligence (AI) to empower rapid end-to-end business process automation and accelerate digital transformation.

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Get in touch with us

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