

CX Consultancy: Drive excellence in customer satisfaction

Elevate your brand with expert guidance from MSX

Automotive retail is under mounting pressure to deliver consistent, high-quality customer experiences while maintaining dealer performance across increasingly complex service environments. OEMs and dealers face rising customer expectations, and the challenge of translating brand promises into tangible, measurable outcomes. These gaps often result in missed opportunities to build loyalty, improve satisfaction, and protect Net Promoter Scores (NPS).

MSX CX Consultancy transforms customer experience management and elevates dealer performance through data-driven insights, personalized coaching, and continuous improvement. By identifying areas for improvement, CX Consultancy provides tailored coaching and ensures ongoing follow-up to enhance customer satisfaction, loyalty, and revenue.





Elevate your customer satisfaction with CX Consultancy

MSX CX Consultancy drives excellence and elevates dealer standards by enhancing the overall customer experience. Our comprehensive approach analyses performance and coaches dealer staff, implementing action plans, to ensure improved satisfaction, loyalty, and revenue.

- **Gap analysis:** Our KPI monitoring process combines NPS and CSI data, sentiment analysis, benchmarking analysis, and mystery shopping results to help identify areas for improvement. Our tailored CX dashboards provide a clear view of performance metrics for analysis.
- **CX coaching:** We provide personalized coaching to dealer staff, focusing on best practices and strategies to address identified gaps. This includes remote and on-site consultancy to ensure effective implementation of action plans.
- **Customer follow-up:** We ensure ongoing follow-up and continuous improvement after new vehicle purchases, services, and warranties to identify satisfaction levels and maintain high standards of customer satisfaction.

Delivering expert guidance at every step

Our personalized coaching combines expert teams, consistent processes, and innovative digital platforms to sustain NPS results, monitor brand promise, and provide customized reporting throughout the customer journey. Our comprehensive efforts ensure that your brand delivers on its promises and achieves long-term success.

- **Step 1. Self-assessment:** an on-site or self-assessment identifies root causes of performance gaps.
- **Step 2: Remote and on-site coaching:** Remote coaching assists dealers in addressing performance gaps, while on-site consultancy defines and implements action plans for unresolved matters.
- **Step 3: Modular approach:** A modular approach is used to address specific issues and can be tailored to the individual needs of your business.





Achieve excellence with MSX

Discover the transformative impact of our CX Consultancy services, designed to elevate your brand and drive success. Our expert teams, innovative processes, and cutting-edge technology work together to identify areas for improvement, enhance customer satisfaction, and ensure your brand delivers on its promises.

- Improved customer experience
- Increased loyalty and revenue
- Positive brand reputation
- Competitive differentiation
- Data-driven insights

Long-term success with data-driven insights

By leveraging data-driven insights and personalized strategies, we help you achieve long-term success and stand out in a competitive market.

Empowering stakeholders

Our services allow key stakeholders to monitor the customer experience, track performance, and implement improvement actions.

Flexible solutions

Our consultancy offers flexible solutions that can be tailored to the specific needs of each client.

AI integration

We leverage AI in data analysis to provide suggestions and highlights for self-assessment and improvement actions.





Transform your customer experience with MSX CX Consultancy

Contact us to learn more about how MSX CX Consultancy can help your brand deliver on its promises and achieve long-term success.

Get in touch today!



msxi.com/cx-consultancy

Delivering tomorrow's customer experience, today.
Engage. Empower. Elevate.