

How a Global Leader of Auto Finance Modernized Its CX Program

- ✓ **Updated survey tech for both North America and International teams, adding mobile capabilities**
This leader's team decided to update and modernize their CX tech. Walker implemented the Qualtrics platform for both their North America team and the International team, migrating seven surveys. Mobile integration now allows surveys to be collected through the company's apps, and Walker designed and built new "VOC/my account" and "always on" surveys to capture responses across mobile apps.
- ✓ **Dashboards and CLFU allow faster**
The Walker team created two dashboards for both the North America and International teams: a respondent funnel and an overview dashboard of core metrics and digital feedback. For the International team, Walker also set up closed-loop follow-up ticketing to alert the correct team of a detractor or any open-ended feedback that needs to be addressed.
- ✓ **Designed custom-coded surveys for sub-brands**
This company's North America consists of two sub-brands, and the International team also consists of two sub-brands. It was important to keep these brands differentiated visually, so the Walker team created custom code to allow for dynamic branding in both the visual aspect and the survey questions.

RESULTS

increased

efficiency in self-service platform

mobile app

survey integration

branded

surveys for name recognition