

AMH / IMPERIAL

AUTOMOTIVE CUSTOMER CARE & HELP DESK TECHNOLOGY

A Customer Care Channel, Built From the Ground Up

A mobile Customer Care app and web-based Help Desk that give AMH's customers a direct way to submit requests — and give AMH the tools to manage and measure them.

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Executive Summary

AMH is part of the Imperial Group and a distributor of well-known car brands in South Africa. It contacted iSolve Mobility to develop a Customer Care app with an accompanying Help Desk system.

The system was built from the ground up. The mobile app allows customers on Android and iOS devices to select their vehicle brand, model and make, submit different request types and find their nearest dealers. The web-based Help Desk allows AMH to manage ticket requests, follow up and track KPIs on response times to improve overall customer satisfaction.

The brief wasn't to add a contact form. It was to build a customer care channel from the ground up — a mobile app for the customer, and a Help Desk that lets AMH follow up and measure response times.

This case study is a working example of how a customer-facing mobile app and a Help Desk system can support automotive customer care, from request submission through to ticket management and response tracking.

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mobile platforms:
Android and iOS

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request types: test
drives, service calls,
complaints and
compliments

KPIs

on response times
tracked through the Help
Desk

Ground-up

build of both the app
and the Help Desk

The Business Problem

AMH needed a customer care solution for vehicle owners: one that lets customers submit support and service-related requests, and gives AMH a web-based system to manage them.

Underneath that sat a set of requirements the solution had to absorb:

- Customers selecting their vehicle brand, model and make.
- Different request types: test drive requests, service calls, complaints and compliments.
- Finding the nearest dealers.
- Android and iOS access for customers.
- A web-based Help Desk for managing ticket requests.
- Follow-up tracking and KPIs on response times.

The app and the Help Desk had to work as two halves of one process, from a customer's request through to AMH's follow-up.

Why This Was a Hard Problem to Solve Well

A contact form is not difficult to build. A customer care solution that takes requests from vehicle owners on Android and iOS, and gives a distributor the Help Desk to manage and measure them, is a different kind of problem — and that difference is exactly where we add value.

Two systems, built together

The mobile app and the web-based Help Desk were built from the ground up as one solution, so requests submitted by customers can be managed by AMH.

Four kinds of request

Customers can submit test drive requests, service calls, complaints and compliments, so a single app handles different kinds of contact with AMH.

Measuring the response

The Help Desk lets AMH follow up on tickets and track KPIs on response times, with the aim of improving overall customer satisfaction.

Treating the app and the Help Desk as one solution is what lets a request submitted on a phone be followed up, and measured, in the office.

Our Role: From Problem to Platform

We developed the Customer Care app and the accompanying Help Desk system from the ground up.

- Developed a mobile Customer Care app for customers on Android and iOS devices.
- Developed a web-based Help Desk system for managing ticket requests, follow-up and response-time KPIs.
- Built vehicle brand, model and make selection into the app.
- Included test drive requests, service calls, complaints, compliments and nearest-dealer search.

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The Solution We Delivered

The result is a mobile channel for customer requests and a web-based Help Desk for managing them, supporting customer service, dealer discovery, follow-up and KPI tracking.

Customer Care App

A mobile app for Android and iOS on which customers select their vehicle, submit requests and find their nearest dealers.

Web-Based Help Desk

A web-based system that lets AMH manage ticket requests, follow up and track KPIs on response times.

Platform capabilities at a glance

- Android and iOS mobile access.
- Vehicle brand, model and make selection.
- Test drive requests.
- Service calls.
- Complaints.
- Compliments.
- Nearest dealer search.
- Ticket request management.
- Follow-up tracking.
- Response-time KPI tracking.

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Technology Stack

Customer App

Mobile app for Android and iOS devices.

Help Desk

Web-based Help Desk system.

Business Value Delivered

A Mobile Channel for Customers

- Customers can submit requests from Android and iOS devices.
- Customers can find their nearest dealers.

Structured Request Management

- AMH manages ticket requests in a web-based Help Desk.
- Follow-up is tracked.

Measured Responsiveness

- AMH can track KPIs on response times.
- The aim is to improve overall customer satisfaction.

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Why It Matters

AMH shows how a customer-facing mobile app and Help Desk system can support automotive customer care from request submission through to ticket management and response tracking.

- A customer care channel works best when the app and the Help Desk are designed together.
- Different request types — from test drives to complaints and compliments — can be handled through one app.
- Response-time KPIs give AMH a way to work towards better customer satisfaction.
- Dealer discovery keeps customers connected to their nearest dealer.

If your organisation needs a customer-facing app with a management system behind it, this is the kind of solution we build: understood properly, engineered from the ground up, and delivered as a platform your teams and customers will actually use.

EMAIL

info@isolvemobility.co.za

PHONE

+27 82 775 2932

WEB

isolvemobility.co.za

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isolvemobility.co.za/mobile-app-quote