

“Veritape CallCentre is brilliant. It was one of our better investment decisions.”

Autobuyer.co.uk

Autobuyer.co.uk is an advertising organisation which puts buyers in touch with sellers of privately-sold second-hand cars. Autobuyer advertises the sellers' vehicles through Sky Teletext, fish4cars and many other media outlets.

Autobuyer offers very high quality customer service, and is very protective of its reputation. It operates in an industry where some providers of similar services do not enjoy such an open relationship with the Trading Standards Authority. In fact, Autobuyer has regular monthly dialogue with the TSA to ensure it is operating in a fair and ethical manner.

Sometimes the seller of the vehicle disputes the information which has been provided to Autobuyer at the time of placing an advertisement, and demands a refund. Regardless of whether the client does this through poor recollection or in a deliberate attempt to avoid paying, Autobuyer refunds the advertising fee in the majority of cases.

Whilst dealing with disputes, Autobuyer became aware that many complaints were unjust, and it needed a way to raise this with its customers. The obvious answer was to record all telephone calls.

After considering many alternatives, Autobuyer chose Veritape CallCentre to fulfil its call recording requirements. One of the many things which attracted Autobuyer to the Veritape solution was the low per-month rental pricing model with no requirement for capital expenditure.

Since installing Veritape CallCentre on 20 telephone extensions in its call centre, Autobuyer has been able to reduce refunds by 90%.

By playing calls back to disputing customers when occasionally necessary, Autobuyer has saved more than the monthly rental costs of Veritape CallCentre, thus adding the net difference directly to its bottom line.

Veritape CallCentre is now also used for staff training (not one of the original reasons for deploying call recording). Staff members give better customer service and are selling more effectively over the phone.

Quick Facts

- > Online car sales
- > High quality customer service
- > Most customer disputes lead to refunds
- > Recorded phonecalls prove what actually happened
- > Recorded calls have reduced refunds by 90%
- > Savings are greater than the cost of Veritape CallCentre

“Veritape CallCentre is brilliant. Before, we were having to refund between £1,500 and £2,000 per month. Once we installed Veritape CallCentre the refunds were cut to less than £200 per month. We also use it now to train our staff in how to sell more effectively. Veritape CallCentre was one of our better investment decisions.”

Michael Riley
Managing Director
Autobuyer.co.uk