



Case Study

Driving Great Customer Service

Car2go implements a customer experience that scales with passion and expertise.



Driving Great Customer Service

CAR2GO

Car2go started in the German city of Ulm in 2008, and has expanded to serve more than one million customers globally. It provides a free-floating car sharing platform, much like a library lends books. Members can reserve a car2go or access them on demand via mobile app, pick it up and then leave it at their destination almost anywhere within the designated home area. Members only pay when they use the cars. There are no monthly fees or subscription packages, and insurance is included. The entire trip is controlled through the app and touch screen inside the car.

Car2go is increasingly popular with urban millennials and those who rely primarily on public transportation, but still occasionally need a car to get from point A to point B.

CLIENT CHALLENGE



As the largest, fastest-growing car sharing program in the world, car2go needed a partner that was not only passionate about customer service, but could also handle multiple areas of expertise – areas as diverse as telematics and mechanics to geography and accounting – and hit the mark every time. Additionally, car2go needed a partner who could scale quickly as the popular service spread across the continent.

“The decision to outsource our contact center services wasn’t one that we took lightly. Our business is constantly growing and evolving, so to trust an outside party to literally speak for our brand took a huge leap of faith. By working with a partner who is not only committed to providing great customer service interactions, but is able to offer solutions for our myriad of challenges – that’s peace of mind that can’t be bought.”

DANA GOLDING, DIRECTOR OF MEMBER SERVICES, CAR2GO

AUREON™ SOLUTION



Aureon offered a team of experienced, highly educated associates with a Midwestern work ethic at a competitive price. Even more, Aureon offered the flexibility to grow with the company. In the beginning, Aureon showed their commitment by taking their part in and completing the car2go training so they could understand the complex operations of this unique business. Today, Aureon provides quality customer service to more than 700,000 members in North America.

2015

2016

20% savings between 2015 to 2016 while experiencing a significant increase in volume.

BUSINESS IMPACT



Since choosing Aureon as their contact center, car2go has experienced the following:

- **Between 2013 and 2015, car2go saw an 85 percent increase in membership, with only a 15 percent increase in cost.**
- **Between 2015 to 2016, they saw nearly a 20 percent savings, while experiencing a significant increase in volume.**
- **More enabled users reinforced by Aureon staff always being there for support.**

Because many Aureon associates have been trained and acclimated to the car2go business, Aureon Contact Center has been able to handle any challenges that have arisen and provides quality service around the clock. Thanks to the expertise that Aureon provides, car2go can now focus on their core business without having to constantly worry about their customer service performance.

For more information, visit AureonContactCenter.com or call 800-588-4082.