



Case Study

AlJomaih Automotive

The automobile market in Saudi Arabia is considered to be the largest in the Middle East due to the fact that demographics and social patterns make it necessary for Saudi families to purchase more cars per family.

AlJomaih Automotive, the leading General Motors dealer in Middle East and one of the largest world wide, strives to stay connected with its customers through many mediums; one of them is by updating them on new automobile arrivals. Therefore, when the new 2007 GM & Chevrolet models arrived, it planned to contact its customers and invite them to visit their showrooms and try their new line of vehicles.

To stimulate response, incentives were injected into the event such as receiving a free gift, in addition to on the spot free test drives for any of their GM vehicles.

Action

As DMS already has available pre- set infrastructures for any call center- be it small or sophisticated- we kept our efforts focused on the following:

- Customizing our technical solutions and applications to suit the Jomaih brand and field.
- Recruiting & training call center agents.
- Developing a talk sheet based on brand knowledge
- Gathering information about brand and current promotions from the Jomaih website
- Issuing daily reports on the progress of calls and appointments made for test drives.
- Modifying the process of calls when needed

Result

- The project was carried out in fewer days than was actually planned.
- Reach rate was of 42% vs. the expected rate of 40%.
- Excellent response rate of 74%; customers who actually visited the showrooms.



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