

Case Study: Improved the Service Journey and Overall Customer Lifecycle Experience, While Also Balancing Cost and Efficiency



Improved customer satisfaction by 10 points
and reduced handle time by 40 seconds,
achieving impactful service improvements.

About Shanghai OnStar Telematics Service Co., Ltd. (OnStar)

As the eighth joint venture between General Motors (GM) and SAIC, OnStar provides safety and telematics information services for SAIC-GM vehicles in China.

The SAIC General Customer Service Center offers a comprehensive service solution with end-to-end customer support across multiple phone, online, SMS, and WeChat channels, focusing on a seamless experience. It is the first contact center in China to achieve COPC certification as a complete vehicle factory service center.

OnStar's Challenge

OnStar faced a challenge that many in the automotive industry know well: adapting to the rise of new energy vehicles, connected technologies, and evolving customer expectations. The company needed to find a way to stay ahead of the curve and deliver exceptional service with each customer interaction, from pre-sales, delivery, and car use to post-sales, repurchases, and beyond.

The goal was ambitious: transform the SAIC General Customer Service Center into a one-stop solution for car owners — delivering unprecedented service experience efficiently. To make this vision a reality, OnStar partnered with COPC Inc., adopting the COPC Customer Experience (CX) Standard and initiating the journey to certification.

COPC Solution

The COPC certification process began by thoroughly assessing OnStar's Shanghai, Xiamen, and Chongqing service centers. COPC experts visited each site, identified improvement opportunities, and created a detailed action plan. COPC further supported OnStar with dedicated personnel in several key areas:



Blueprinting the Road Ahead

Mapped out detailed service journeys, identifying common points of failure across various support channels. These blueprints became the guide to improving inter-departmental coordination and reducing errors.



Quality Adjustments

Dug into customer satisfaction data to pinpoint key drivers and updated quality forms accordingly. They tied each improvement initiative directly to the customers' values, aligning the quality monitoring process.



Workforce Management Process

Implemented best practices in forecasting, capacity planning, scheduling, and real-time management, leading to enhanced service levels and reduced costs.



People Management Approach

Built a structured approach to recruit, train, verify skills, coach, and review performance — ensuring a motivated team capable of meeting customer needs.



Performance Metrics and Management

Created a robust performance dashboard with clear targets that standardized data collection and analysis to fuel continuous improvement.

Driving Results Through Strategic Transformation

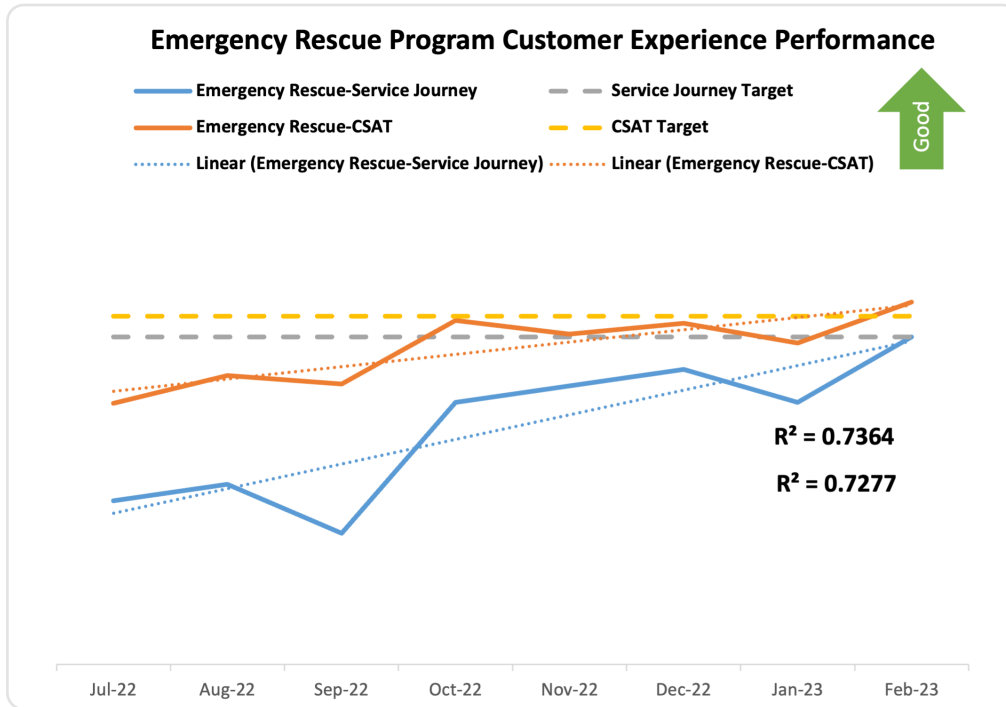
By embracing the COPC CX Standard, OnStar was able to make notable strides in customer service performance:

- **10-point increase** in CSAT for emergency services.
- **40-second reduction** in average handle time (AHT) for technical support.
- **Maintained 95%** on-time performance of deferred transactions

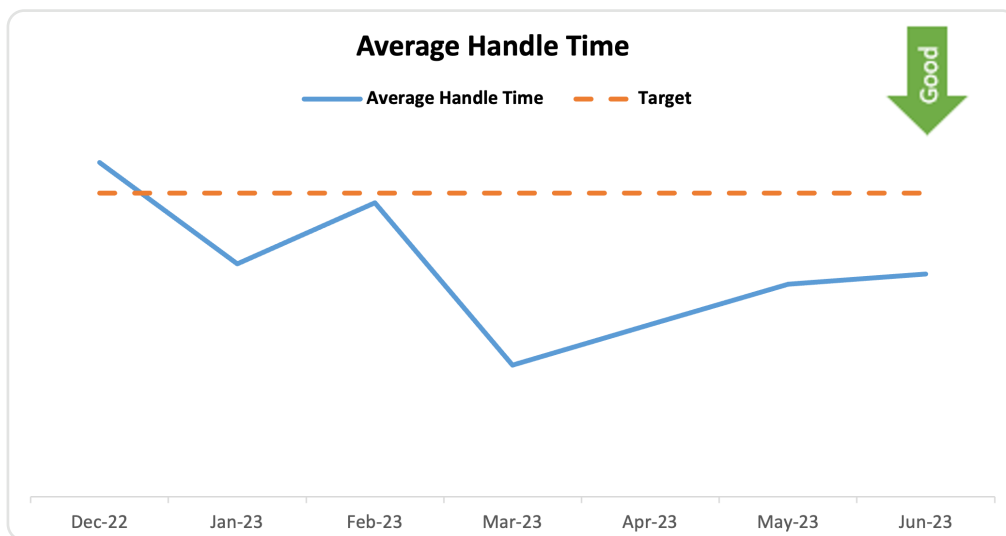
The significance of achieving COPC certification was not lost on the OnStar team. It marked them as the first contact center in China's auto industry to meet the COPC CX Standard — an achievement that positions them as leaders in both quality and innovation.

Achieving COPC Certification drove significant improvements for customers and the organization. Below are a few examples:

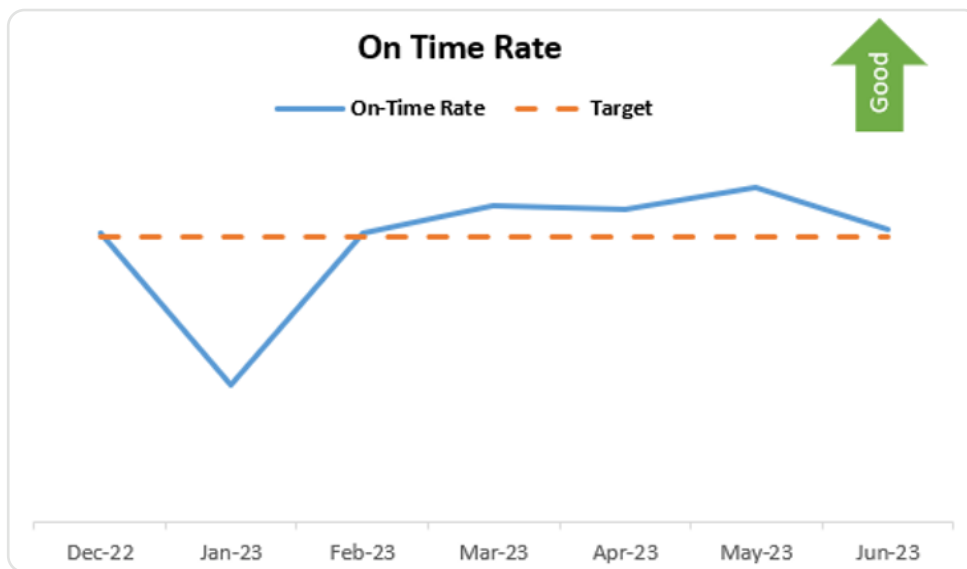
Improved CSAT by 10 points



Increased efficiencies by reducing Average Handle Time by 40 seconds



Maintained 95% ontime performance of deferred transactions



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Achieving certification to the COPC CX Standard is a milestone for us as we are the first contact center in the domestic automotive industry to do so. It provides us a framework for continuous improvement and lays the foundation for our ongoing commitment to create more value and deliver better service experiences.

— OnStar Executive Vice General Manager

Through becoming the first automotive industry customer service center in China to be certified to the COPC CX Standard, the OnStar customer service center refined the organization's service journey to improve the overall customer experience while balancing cost management. We look forward to our ongoing work with OnStar to continue building better customer lifecycle experiences and creating more value for their customers.

— COPC Inc. President of Greater China

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And the story doesn't end there, Onstar and COPC continue to work together, driven by a shared mission to deliver outstanding customer experiences and create lasting value for their customers. The journey is ongoing, and with each milestone reached, OnStar defines what it means to lead.

About COPC Inc.

COPC Inc. provides consulting, training, certification, benchmarking and research for operations supporting the customer experience. The company created the COPC Standards, a collection of performance management systems for customer experience operations, customer experience management, vendor management and procurement.

Founded in 1996, COPC Inc. began by helping call centers improve their performance. Today, the company is an innovative global leader that empowers organizations to optimize operations to deliver a superior service journey. COPC Inc. headquarters are in Winter Park, FL, U.S. with operations in Europe, the Middle East, Africa, Asia Pacific, Latin America, India and Japan. www.copc.com

Learn more at copc.com

