For more information about other Microsoft customer successes, please visit: [www.microsoft.com/casestudies](http://www.microsoft.com/casestudies)

**Customer:** PSA Peugeot Citroën

**Website:** [www.psa-peugeot-citroen.com](http://www.psa-peugeot-citroen.com)

**Customer Size:** 202,000 employees

**Country or Region:** France

**Industry:** Automotive and industrial manufacturing industry

Customer Profile

Founded in 1976 with headquarters in Paris, PSA Peugeot Citroën is the leading automobile manufacturer in France and the second largest in Europe. It had 2013 revenues of €54.09 billion (US$74.34).

Software and Services

* Windows 8

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| Windows 8  Customer Solution Case Study |
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|  |  |  | PSA Peugeot Citroën Uses Tablet Solution to Improve Customer Experience at Repair Centers |
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“In addition to ease of use, Windows 8 on tablets gives our service advisors a truly homogenous work environment. Everything is so simple and intuitive, and increases effectiveness and productivity.”

Christophe Binard, Front Office Manager, Service and Telematics, PSA Peugeot Citroën

After-sales service advisors at authorized PSA Peugeot Citroën auto repair centers had to use inefficient pen and paper methods to document their inspections of cars and their service advice to customers. By adopting an automated solution that includes tablets running Windows 8, service advisors are now able to increase their productivity, spend more time with customers, and provide more transparency in repair costs, all of which promotes a positive brand image.

Business Needs

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At the heart of after-sales customer relations for PSA Peugeot Citroën, service advisors welcome customers into the company’s network of authorized auto repair centers. The advisors greet customers personally, and together they inspect the customer’s vehicle to gain an overview of its condition.

The service advisors offer their expertise and advise the customer on repairs and areas needing attention. It’s an indispensable job, which, up to now, was completed with a pen and a pad of carbon paper forms. This wasted valuable time since an appointment averaged at least 15 minutes.

“One of the big problems for service advisors was that they didn’t have real-time access to the latest price lists and stock availability in the space where they were performing vehicle inspections, “ says Matthieu Zerafa, Project Lead for Service and Maintenance at PSA Peugeot Citroën. “They had to walk to the computer at the parts counter to check. Stepping away from the customer certainly didn’t help with communications and could disrupt the service-sales process.” Plus, once the day’s appointments were finished, service advisors had to enter all of their paper-based notes into the computer to update customer files.

Olivier Michel, the After-Sales Manager at Peugeot Midi Auto 27 in Evreux, France, adds, “In the end, service advisors lost too much time on administrative tasks and couldn’t give 100 percent to their role of advising our customers.”

Peugeot needed to provide service advisors with technology tools to create and support after-sales customer relationships. This would help cultivate loyalty and improve the image of authorized auto repair centers.

Solution

To help after-sales service advisors improve their productivity and spend more time with customers, PSA Peugeot Citroën launched Service Pad as part of an overall project to modernize the customer experience. Service Pad is a software solution, developed within the company, that operates on a touch tablet running the Windows 8 operating system.

The software connects to central IT services and provides service advisors with real-time information about parts, availability, and special offers. It also works offline—if, for example, a Wi-Fi network goes down—and updates information when the tablet is reconnected to the network. The software also provides systematic verification of all repair bids and adjusts to customer requests in real time.

Benefits

Using the Windows 8 tablet solution, PSA Peugeot Citroën gains the following benefits:

Times Savings That Build Customer Relationships

Zerafa sees the tablet solution as an important new way to promote closer ties with customers. “For the advisors, this has been a mini-revolution in after-sales service. Because they have pricing or inventory information in hand, without having to go back to a desktop computer, the sales advisors can continue talking with the customers, uninterrupted,” he says.

“We save a huge amount of time on everyday tasks,” adds Mickaël Verhelst, a Service Advisor at Peugeot Midi Auto 27. “We no longer need to enter sales information manually every evening. But the best part is that we get to stay with the customer throughout their whole appointment.”

He says that another key benefit is that sales advisors have the customer's history right in front of them. “With the tablet and the software, we can take notes. On future visits, we can refer back to these notes. We’ll see the whole file. All of this saves us time, but it’s really about a better, more-personal sales relationship.”

Increased Productivity

Christophe Binard, Front Office Services and Telematics Manager, IT Department, PSA Peugeot Citroën, notes that the application software, which is optimized for Windows 8 interface, has improved staff efficiency: “In addition to ease of use, Windows 8 on tablets gives our service advisors a truly homogenous work environment. Everything is so simple and intuitive, and increases effectiveness and productivity.” This productivity is enhanced by the service advisors’ existing familiarity with the Windows operating system.

Positive Brand Image

The tablets have won over not only the users and their team leaders but also the hearts of the end customers. “These tablets don’t just reinforce the Peugeot brand’s image as cutting-edge, they allow customers to see the price of a part and see the service order themselves—right there on the tablet,” says Michel. He notes that customers can add or remove items, and the price quote adjusts automatically, which further reinforces the perception of PSA Peugeot Citroën as a company that values transparency. “There are no more unpleasant billing surprises.”

Offers a Rapid Return on Investment

The new solution is already proving to be a success, with a return on investment of less than six months. Forty retail outlets have now been equipped with the tablets, and they will quickly be deployed in six countries. Binard says, “We can envision a time in the very near future where Windows 8 will serve as a unifying interface for service advisors—whether in the office on a desktop PC or on a mobile tablet while standing in front of the car.”

Michel concludes, “The after-sales service advisors can now better listen to the customer. In the end, everyone saves time. And most importantly, our customers are happy.”