

## CASE STUDY



# Streamlining Operations And Improving Efficiency Delivers 99% Workflow Accuracy For A Leading Automotive Sales Company



IGT Solution's team asks the right questions and provides valuable insights into the daily support operations. Ongoing communication and other engagement activities helped reduce attrition and increase team tenure.

*-Sales Ops Manager*

## AT A GLANCE

### INDUSTRY

Automotive Sales Company

### THE CLIENT

The client is a leading player in the disruptive automotive sales industry.

### CHALLENGE

The client struggled to manage back-office operations independently while maintaining service quality and consistent support during peak periods.

### SOLUTION

Support multiple back-office and operational workflows, starting with a small dedicated team and gradually scaling the scope across functions, including documentation, dealer and sales support, ad operations, audits, order management, auctions, and product operations through a stable, long-tenured delivery model.

### RESULTS

- 99% accuracy in all workflows
- 100% SLAs met
- 3X Increase in SoW

Automotive companies are under tremendous pressure to efficiently handle large volumes of online transactions, manage inventory, and handle customer interactions, all while ensuring seamless integration between their digital platforms and back-end systems.

Administrative functions, such as processing orders, managing returns, and handling customer inquiries, require robust systems to maintain accuracy and speed. Ensuring high-quality service delivery involves promptly addressing customer issues, maintaining up-to-date vehicle information, and effectively managing service and support operations. The complexity of these tasks necessitates advanced technology solutions and seamless coordination across various departments to uphold operational efficiency and customer satisfaction.

Such businesses can significantly benefit from outsourcing their back-office functions to providers with strong experience and expertise. It will offer cost efficiency by reducing the need for in-house staff and infrastructure, while also providing scalability to manage fluctuations in demand. Partners bring advanced technology and infrastructure, improving processes like data management and customer service.

### NEED FOR EFFICIENT BACK-OFFICE SUPPORT TO ADDRESS OPERATIONAL ISSUES

The client needed help maintaining efficient back-office operations and managing diverse administrative functions independently. They faced challenges ensuring high-quality service and providing extended support during peak hours and seasonal spikes, leading to dissatisfaction with their current service provider.

Recognizing the need for a more efficient, unsupervised management solution, the client sought external support to address these challenges and enhance operational effectiveness. They aimed to streamline operations, improve service quality, and ensure consistent support, ultimately leading them to seek a new partner with the expertise and reliability they lacked.

## RESILIENT. FRICTIONLESS. RELEVANT.

### BUILDING A LONG-STANDING PARTNERSHIP WITH THE ABILITY TO DELIVER GREAT OUTCOMES

The client chose IGT Solutions following a highly positive recommendation from an existing client. The engagement commenced in 2020 and initially involved three workflows and a dedicated small team.

Over the years, the partnership deepened, driven by exceptional leadership, strong cultural alignment, low attrition rates, and outstanding performance. Impressed with the results, the client increased the scope of work threefold over four years, further solidifying our long-standing relationship.

- **Co-Op Documentation** - Archives documents and screenshots for Dealers, simplifying claim package creation.
- **Dealer Support** - Classifies and documents cases, speeding up issue resolution and ensuring a seamless end-user experience.
- **Car Auction** - Optimizes workflow on the auction platform where sellers can list eligible vehicles for buyers to bid on and purchase through the Bidding Service. The team lists photos, redacts sensitive data from document photos, and manages content uploads across the listing interface and YouTube.
- **Product Ops** - Manages key processes to expand dealer market reach and offer tailored digital solutions
- **Ad Ops** - Set up RPM display products and ad materials, ensuring successful brand campaigns.
- **Compensation Audits** - Ensures Salesforce accuracy with detailed audit reports and precise data loader updates.
- **Data Audit/Corrections** - Maintains Dealer account integrity in Salesforce by managing approvals, merges, updates, and audits
- **Order Management** - Validate and activate sales quotes in Salesforce, rejecting non-compliant ones. Conduct weekly audits of auto-approved quotes to ensure compliance.
- **Cancellations** - Process product cancellations from dealers, following policy guidelines.
- **Sales Support Desk** - Support daily sales operations, managing support requests, resolving issues, and handling tasks like name/address changes, quote building, and opportunity activation.

The team's longevity and low turnover rate have been key drivers in delivering sustainable, high-quality results year after year. Over four years, the average attrition rate of less than 5% significantly outperformed industry standards. With an average tenure exceeding two years, there was consistent service quality and deep operational knowledge. Operations and support leaders had an average tenure of over seven years, providing steady guidance and strategic continuity that resulted in:

- Consistently meeting all KPI targets.
- Receiving positive feedback from all stakeholders
- Adhering to both external and internal quality thresholds
- Achieving an external accuracy rate of over 99%

### DRIVING EXCELLENCE, INNOVATION AND CONTINUOUS IMPROVEMENT

To better manage peak-day volumes, IGT Solutions partnered with the client to introduce a Prep Work process in August 2025. This strategic change allows the team to address high-volume scheduled cases more efficiently by completing foundational tasks in advance. As a result, the team halved the need for shift extensions (50% reduction), maintaining high service levels and ensuring seamless on-time service activation for all new orders.

From the outset, the team consistently delivered 99%+ accuracy across workflows. As operations scaled nearly threefold, IGT Solutions seamlessly absorbed increased volume and complexity without compromising SLAs. Through effective workflow orchestration, process integration, and change management, we enabled faster turnarounds, streamlined operations, and helped the client avoid potential financial losses.

In parallel, the team supported user acceptance testing (UAT) for product repackaging and new product launches, strengthening the client's digital ecosystem. Overall, IGT Solutions redefined the client's product operations model—setting new benchmarks for efficiency, scalability, and resilience, while reinforcing long-term trust through agility, domain expertise, and continuous improvement.

Consistent Results that Drive Success

**99%**

Accuracy rate across all supported workflows

**100%**

SLAs Met

**8X**

Growth in FTEs over four years

**<5%**

Attrition rate over 4 years

**>3 Years**

Average Tenure of Agents

**>7 Years**

Average Tenure of Ops/Support Leaders

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Explore what IGT Solutions can do for you.

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