



ZERORISK HR

Hire • Develop • Retain

CASE STUDY // LEXUS DEALER ACHIEVES 98.9% CSI SCORE

THE RESULT

AMAZING EXPERIENCE

After implementing ZERORISK hiring tools, the dealer was named the exclusive recipient of the Award for Performance Excellence. One of its top-ranked dealerships achieved these results:



98.9%

CSI SCORE

Rated

TOP CERTIFIED



Pre-Owned Lexus Dealer in the U.S.

Ranked

TOP 10%

of Lexus Dealers in overall sales experience



Luxury Auto Dealer: 98.9% CSI Score

A luxury auto dealer that sells pre-owned and new Lexus vehicles was seeking sales reps with excellent customer service skills. The dealer needed to identify individuals with optimal customer service competencies to build relationships and help generate a high Client Satisfaction Index (CSI) score. High CSI scores were critical for the dealer to grow their standing with Lexus and to generate revenue. After implementing the ZERORISK Hiring System, they achieved an astounding 98.9 percent CSI score.

The Client Problem

The dealer was expanding across the U.S. and they needed a universal process for identifying, assessing, and hiring individuals with excellent customer service skills. They needed a procedure for their managers to follow for hiring customer service-oriented employees who could maintain long-lasting relationships with new and repeat clients.

The ZERORISK HR Solution

To identify candidates with optimal customer service competencies, the auto dealer implemented the ZERORISK Hiring System in the interview and selection process.

1. First, ZERORISK HR administered an assessment of current employees to identify the competencies of the highest performers. The results indicated that empathy was critical for building lasting and genuine relationships with clients.
2. ZRHR trained hiring managers at each dealership on the behavioral interviewing process to confirm the empathy competency of each candidate.
3. ZRHR helped the auto dealer establish benchmarks for success in the customer service roles. Future candidates that completed the assessment were compared to the benchmarks for customer service excellence.

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It was important to our leadership team to have the right people in the right roles to build on our reputation for excellence in customer service. ZERORISK HR was able to understand our challenges during a critical expansion phase and provide a solution to ensure that we continued driving repeat and new sales.

- HUMAN RESOURCES LEADER

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