



Insights

Fast, Fun, Easy, and Disruptive

Imagine a future where you can purchase your next automobile from Walmart. Well, the future is now...Earlier this month, Walmart in partnership with dealership groups like AutoNation launched an online retail platform titled [CarSaver](#).

CarSaver launched (I kid you not on April Fools' Day) in four US markets (Houston, Dallas, Phoenix, and Oklahoma City). The preferred lending partner at CarSaver is Ally Financial.

I share the Walmart car sales initiative to illustrate some important components of the shifting consumer marketplace. The idea behind CarSaver involves an understanding that:

1. Consumers want innovation to fix broken processes. The 2-minute promotional video selling CarSaver's value proposition notes, "People love cars but they don't love buying them, it takes too long to negotiate, and it's hard to know if you are getting a fair deal." Those three consumer pain points were the launchpad for CarSaver which claims to be a new auto-buying program that is revolutionizing the way "the world buys cars".

2. Companies are looking for strategic partners to leverage complementary strengths. CarSaver is seeking to deliver a "fast, fun, easy" customer experience to get guaranteed savings and low prices on new and used cars. To do this, the web-based service leverages very different core competencies from Walmart (focused on low prices, supply chain management, and retail strategy), AutoNation (THE player in traditional automotive sales) and Ally Financial (known as GMAC until 2009 representing a strong automotive heritage bank holding company).

3. Even traditional "brick and mortar" players are looking for integrated solutions merging digital and human service delivery. The CarSaver process involves having you pick a car online, giving you pricing benchmarks, and value alternatives. From there the car you select is sent out for pricing offers through the CarSaver dealer network. A similar process occurs for insurance and financing quotes. You then test drive your car at your certified dealer, where you finalize paperwork and handle trade-ins. While much of this process is conducted virtually, you are provided a personal sales advisor who is available by phone to assist you at any time during the process.

Okay, enough about Walmart or CarSaver and back to you.

What broken processes are your customers looking for you to solve?

What other companies might you partner with to leverage compatible strengths in the service of your customers?

Finally, how are you integrating solutions to merge digital and human service delivery?



THANK YOU!!



What an honor it is to be ranked #2 on Global Gurus Top 30 Customer Service Professionals for 2017. Thank you to everyone who voted and for all your support throughout the years.

From the blog:



How to Convert Loyal Customers into Referral Sources

5 approaches to activating promoter behavior in your loyal customer base:

Getting More Referrals = Letting People Your Customers Care About Know About Brands That Care About Them

[In last week's blog](#), I made a distinction between "likely to recommend" and "actually recommend." I also suggested that from my vantage point the Net Promoter Score® (which is calculated using a single question about likelihood to recommend) has greater predictive value for customer loyalty (return business and future spend) than it does about advocacy (referrals).

Also in [last week's blog](#), I indicated that customers have a variety of reasons why they don't recommend brands even though they are otherwise loyal (e.g. wanting not to have their favorite places overrun with new customers). Finally, I promised this week I would offer tips on how to convert loyal customers into referral sources.

[Continue reading the full blog post.](#)



The Michelli Experience
kelly@josephmichelli.com
<http://www.josephmichelli.com>