

# Leading Global Automaker Boosts High-Risk Vehicle Repairs with Dedicated, Skilled Field Team



## WHAT WE DID

Talent Acquisition  
Analytics  
Field Sales



## INDUSTRY

Automotive



## RESULTS

Averaged 110-115% of Monthly Target  
Consistently Exceeded High-Risk Vehicle Repair Targets



# Insufficient Field Service Talent Threatens Nationwide Buy-Back Initiative

## CHALLENGES

Urgent, nationwide vehicle buy-back initiative

Significant number of affected high-risk vehicles

Lack of dedicated field service team

Difficulty recruiting nationwide talent

## [SITUATION]

A leading global automaker lacked sufficient resources—in both coverage and skill—to support their significant, nationwide vehicle buy-back reduction initiative resulting from mechanical issues deemed unreparable. They had engaged a third-party team to contact affected customers, with a goal of facilitating challenging repairs so owners could retain their vehicles, but they and the vendor struggled to find sufficient talent with the right skills in the right areas to support the initiative. They engaged MarketSource to fill this gap and contact and facilitate either vehicle repairs or replacement for affected owners in the Eastern US.



## Blend of Technical Knowledge and Relationship Skills Boost Repair Ratio

### **KEYS TO SUCCESS**

Rapid sourcing of uniquely qualified talent

Speed to launch

Efficient repair facilitation

Insightful, consumable data dashboards

### **[SOLUTION]**

Our specialized recruiters sourced and hired field service consultants quickly—who had an essential but unique blend of highly technical and relational skills—in a tight timeframe. This helped the client gain comprehensive nationwide coverage and engage more customers, more quickly. Our field service consultants targeted owners of high-risk vehicles, partnering with area dealers by phone and in-person visits to coordinate repairs that would allow owners to keep their vehicles.

**110-  
115%**

monthly  
target average  
achieved over  
12 months.

## Real-World Results

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Averaged 110-115%  
of Monthly Target



Consistently Exceeded  
High-Risk Vehicle Repair Targets

Our dedicated team consistently exceeded their high-risk repair per consultant targets, averaging 110-115% of their monthly goal over 12 months.

MarketSource, an Allegis Group company, is a sales acceleration company focused on delivering better outcomes for many of the world's most iconic brands. We design and operationalize managed sales and customer experience solutions in B2B and B2C environments. Our solutions are purpose-built and tech-enabled to deliver measurable improvements in business outcomes.