

A close-up, low-angle shot of a white sports car, focusing on the front wheel and the side body panel. The car is set against a background of a sunset or sunrise over a body of water, with warm orange and yellow light reflecting on the car's surface.

# PMG Empowers European Sports Car Manufacturer to Digitize Customer Voucher System

After years using a frustrating, spreadsheet-based customer voucher system, a large, European-headquartered automobile manufacturer specializing in high-performance sports vehicles had finally had enough.

Its U.S. division went searching for a simpler, trackable digital solution to eliminate headaches, decrease workloads and turn complaints stemming from a clunky, outdated voucher system into praise. What the organization needed was a partner to provide a solution that was easy to use, enabled visibility by internal parties and simplified its customer goodwill voucher program.

The car and SUV and manufacturer turned to PMG for help.

## Good riddance to a goodwill voucher program lacking visibility

For many years, the auto company's approximate 200 U.S. dealerships relied upon a paper-based system in which customers were given vouchers to smooth over circumstances like a less-than-ideal service experience or a product recall. This gesture of goodwill enabled customers to purchase the car manufacturer's merchandise or help pay for an upcoming service, for example, which helped extend brand loyalty, too.

"We dealt with utter frustration all the time, including a constant barrage of complaints from our dealership network and difficulties surrounding customers using the vouchers," said the customer care program manager for the multimillion-dollar auto company.

Here's how the voucher system worked:

- A customer was mailed a paper voucher tracked through a spreadsheet.
- Once the customer redeemed the voucher, the corresponding dealership would submit it to the Contact Center for reimbursement – a process also tracked through the same spreadsheet.
- If dealerships made a mistake in the multi-step process and incorrectly submitted a voucher, they lacked visibility into why they weren't paid back and didn't know what they had done wrong so they could resubmit it correctly.

Although the customer care program manager had created a digital workaround to the paper-based system's challenges, it still lacked much-needed visibility.

## Dealerships say, “Show me the money!”

“The dealerships were constantly calling up and asking, ‘Where’s my money? Where’s my money?’” he said. “It took time and resources from our team to look into every single situation, let them know it was underway or they needed to resubmit the voucher. But even then, they wanted to know whether we received the corrected information and how long it would take for reimbursement.”

PMG provided an easily navigable solution allowing the appropriate entities, including the dealerships, Employee Services and the Contact Center, to use the same database to track vouchers.

“When we started with PMG, I wasn’t sure exactly what I wanted in terms of digitizing and simplifying the voucher system, but PMG worked through it with us, provided suggestions and kept creating new, better iterations,” the customer care program manager said. “They presented us with several options to choose from, allowing us to decide on the most cost-effective yet functional solution.”

Selecting PMG came easily as the automobile organization’s IT system had been using the digital process automation provider for various projects, including its IT ticketing system. PMG is also responsible for the company’s digital Employee Services program, which is used for processes like onboarding or terminating employees.

## PMG creates trackable, easily navigable digital solution

When the customer care program manager initially reached out to PMG to come up with a digital, trackable voucher system, he expected the process to be more time-consuming and difficult than it was. Instead, he was relieved to find working with PMG was straightforward, simple and doable in about four months – so much so he wished he would have contacted PMG years ago.

“I can’t say enough about PMG in general. My experience has been stellar,” he said. “Everybody I’ve interacted with has been very responsible, understanding, responsive and flexible.”

“When I recently needed new functionality because something came up, I reached out and asked, ‘Can you help us do this by tomorrow?’ Within five minutes, my contact responded that I would have the solution I needed by the end of the day.”

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-Customer Care Program Manager



This is because PMG is experienced in solving challenges and creating new, digital solutions that streamline processes and simplify work, whether externally or internally focused. For instance, the auto manufacturer is using its new voucher system solution to do something it previously couldn't – simultaneously mass mailing hundreds of vouchers to customers. Inside the organization, its U.S. dealerships have the capability to view where in the process their vouchers are, so they know when they'll be reimbursed.

In fact, the solution has been so well-received it plans to push the program out to dealerships in Canada and could also use PMG solutions in other parts of the business. This could include its financial services arm, which, while a separate company, works hand-in-hand with the auto manufacturer and also uses the vouchers.

As for the barrage of dealership complaints that used to happen? They've decreased by 80% to 90%. The workload of the employee responsible for the back-end voucher system has decreased by 50% or more.

"This new system has significantly increased morale for people using it, especially since our dealership network experiences so much less frustration," the customer care program manager said. "There's been plenty of praise from people saying, 'This new system is great and so much easier to use. Thank you for rolling it out.'

"We have PMG to thank for it."

**PMG's digital, trackable, easily navigable voucher solution has decreased customer complaints by up to 90%. The back-end workload to process customer vouchers has decreased by at least 50%.**

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## **About PMG**

PMG offers a low- and no-code software platform that empowers businesses to quickly build applications and automation solutions using drag-and-drop designers. For 15 years, enterprises have achieved 70%-80% efficiencies in their business processes by using PMG. The platform is architected to support quick wins, delivering powerful and sustainable solutions through configuration rather than coding. Most importantly, PMG delivers on its promise of committed partnership, ranking highly in G2.com's relationship metrics for low-code DPA providers. For more information, visit [www.pmg.net](http://www.pmg.net).

121 Perimeter Center W  
Suite 200  
Atlanta, GA 30346  
866.764.6381

[sales@pmg.net](mailto:sales@pmg.net)  
[www.pmg.net](http://www.pmg.net)

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