

Lubinski Group upgraded its customer service and operation using CommbOX's smart customer communication platform

Intro

קבוצת לובינסקי

Lubinski Group is one of the oldest and largest car importers in Israel. Lubinski Group has been a leader in the Israeli car market for more than 80 years, importing and selling brands like MG, Opel, Citroen, Peugeot, DS.

Throughout its operation, Lubinski Group founded and acquired additional companies: Lubinski Trade, Lubit insurance, Prime Lease and more.

Lubinski Group hires more than 650 employees in Israel in more than 11 car stores and 32 service centers on a national scale.

80

Years of Service

650

Employees

\$100+ Million

Yearly Sales

The Challenge

Lubinski Group started providing online services in 2018 as the number of customers demanding online services grew dramatically.

Before implementing CommbOX, Tadiran Lubinski Group couldn't handle all the requests in a timely and effective manner. Clients kept reaching out through their favorite communication channels; however, Lubinski Group couldn't respond to their requests on time and provide effective care.

As COVID-19 spread, Lubinski knew they needed to fully adapt their strategy and their offer to a new online world, and provide their potential consumers with a safe, convenient and efficient buying experience.

Lubinski Group understood the company's need for a technological solution that would manage effectively all the customer communication, so the company could keep its growth.

Lubinski Group - Commbox | The Solution

Moving to an omnichannel platform was the obvious solution for Lubinski, and their choice of CommBox was certainly the right one for their company's needs.

Lubinski Group implemented the Commbox customer communication system and made a revolution in their customer service and customer experience. The Commbox system combined easily into The Tadiran's operational systems thanks to Commbox's smart integration capabilities.

Lubinski implemented Commbox's multiple customer communication solutions such as chat, E-mail, and WhatsApp API. In addition, Lubinski adopted more of Commbox's features to improve its sales and services for the group and its sub-companies.

Achievements

Commbox easily integrated with all Lubinski's operational systems including sales and services support teams and led to a number of major achievements for the company:

- Manage customer communication for all the company's areas of operation in one smart platform.
- Enable Lubinski to upgrade its sales and services through Commbox: digital coordination of appointments and test trips, digital forms requests and clarification regarding points of sale.
- Lubinski Insurance: Commbox enabled the company to offer digital services and support such as car insurance renewal, claims Department and customer service.
- Prime Lease and Lubinski Trade adopted WhatsApp direct calls, to show 2nd hand vehicles to end customers who are interested in secondhand vehicles.
- Lubinski is currently in the process of building a bot that will interface with SYSAID.

About Commbox

Commbox offers an innovative solution for customer interactions, creating a holistic customer communication experience. By using the Commbox platform, companies and enterprises can automate recurring tasks that are excessively time-consuming allowing your agents to focus on more important tasks. Commbox paves the way for autonomous business communication, without losing the quintessential human touch.

Commbox's mission is to pave the way for companies worldwide to become autonomous enterprises, without losing their quintessential human touch.

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