

YOUR CX | **FIXING CX FAST. TO PROTECT REVENUE.**

RENAULT MIDDLE EAST SHOWED THAT WHEN YOU TIE CX DIRECTLY TO CASH FLOW, YOU DON'T JUST SURVIVE DISRUPTION—YOU BUILD RESILIENCE THAT PAYS OFF LONG AFTER THE CRISIS ENDS.

Business Type:

Regional Operations Office

Location:

The Middle East (Dubai HQ)

Client Since:

2020

Renault Middle East oversees the brand's operations across the region, delivering sales, servicing, and aftersales support. The company adapts Renault's global strategy to local markets, offering cars, SUVs, and electric mobility solutions. Focused on innovation and customer experience, Renault Middle East drives growth with regional partnerships and tailored services.



THE CHALLENGE

When COVID-19 shut down the Middle East, Renault hit a wall. Customers couldn't bring cars into service centers, but downtime wasn't an option.

The stakes were brutal: lost trust, collapsed aftersales revenue, and frustrated customers ready to jump ship.

Renault, with YOURCXC at their side, didn't wait around. We built and rolled out a Collection & Delivery Service across the region—fast. Cars were picked up, serviced, sanitized, and delivered back to customers' doors. Zero showroom visits. Zero wasted hours. Zero excuses.

To make it work at scale, YOURCXC put the guardrails in place:

Contactless Handover – vehicle pick-up and drop-off without risk.

Non-Negotiable Safety Standards – sanitisation at every touchpoint

Customer Reassurance Scripts – clear, trust-building communication.

Operational Checklists – step-by-step playbooks to kill errors and delays.

T H E F I X

THE IMPACT

Renault didn't just keep the lights on—they kept customers moving:

Service Bookings Held Steady – customers stayed on schedule despite lockdowns.

Loyalty Lift – customers praised the convenience and care.

Regional Alignment – one standard across every market, no weak links.

This wasn't about "delighting customers." It was about protecting cash flow.

By keeping aftersales workshops running when showrooms were silent, Renault:

Prevented revenue collapse in servicing and parts.

Kept customers locked into regular service schedules.

Strengthened trust that drives repeat servicing and retention.

In plain terms: **the CX fix stopped revenue leaks, safeguarded retention, and proved CX is a profit engine—not a cost center.**

THE REVENUE LINK

THE LESSON

Renault's pivot wasn't luck. It was speed. In CX, the brands that move first, win first.

**CX fixes aren't "nice-to-haves."
They're revenue insurance.
Renault Middle East showed that
when you tie CX directly to cash
flow, you don't just survive
disruption—you build resilience
that pays off long after the crisis
ends.**

YOURCXC

**FIX THE EXPERIENCE.
GROW THE REVENUE.**

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