

YOUR CX | FROM LOYALTY LEAKS. TO LOYALTY ENGINES.

WEMBLEY MOTORS PROVES IT: CX ISN'T A COST CENTRE. IT'S THE PROFIT LEVER.

Business Type:

Stellantis Approved Service Centre

Location:

Wembley, UK

Client Since:

Q3 2025

Wembley Motors is an independent Citroën, Peugeot, and Vauxhall specialist based in London, offering servicing, MOTs, and repairs. They provide expert diagnostics, genuine parts, and tailored service plans for both cars and vans. Known for reliability and customer care, Wembley Motors supports drivers with trusted aftersales solutions.



THE PROBLEM

Wembley Motors wasn't "broken". It was bleeding.

- Bookings slipped through a clunky online process.
- Customers called nonstop for service updates.
- Social media looked busy but wasn't driving trust or sales.
- Loyalty was falling off a cliff.

The silent killer?

Leaky customer journeys.

Every missed update, every slow handoff, every vague post was a costing revenue.

**YOURCXC doesn't do theory.
We hunt leaks. We fix the fast.
For Wembley Motors, that meant:**

1 Audit Without Mercy

- Mystery Shops, VOC surveys, full digital teardown.
- Mapped out every chike point from booking → service → retention.

2 Kill the Friction

- Booking flow: Cut clicks from 7 to 3.
- Service Updates: Automated WhatsApp & SMS checkpoints.
- Social Media: From generic filler to high urgency campaigns (MOT deadline, LCV specials).
- Frontline Scripts: Direct, clear and revenue-focused.

3 Close the Loop, For Real

- Daily fixes pulled into stand-ups.
- Weekly "CX Fix Review" to keep wins locked in.

T H E F I X

THE NUMBERS DON'T LIE

+38% online bookings within 60 days.

+52% engagement on Facebook & Instagram.

-41% inbound calls asking 'where's my car?'

+27% repeat service rate in 6 months.

CSAT: 72% → 91% in 90 days.

**No discounts. No gimmicks.
Just fixing the damn leaks.**

Wembley Motors proves it:
CX isn't a cost centre. It's
the profit lever.

**When you stop ignoring
what's broken, revenue
doesn't trick back.**

It floods in.

T H E L E S S O N

YOURCXC | **FIX THE EXPERIENCE.
GROW THE REVENUE.**

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