

# Four

## Inbound: How we make NSW roads safer to drive on.

### Our Approach

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NSW's leading motoring and servicing organisation has a franchise business operating driving schools throughout NSW and the ACT. The program was launched in 2006 in conjunction with Unity4 who helped design and develop the fully integrated inbound line and booking system. Since that time we have been successfully handling all enquiries and booking calls for all new and existing customers.

**Unity4 customer service and sales agents handle all aspects of the customer experience prior to lessons.**

Booking confirmation is automatically generated by the RapportCMS™ rule engine and sent to the student and instructor via email and SMS immediately after a booking is made. A reminder email and SMS is then sent to the student and instructor 24 hours before each lesson. Once completed and paid for, an automatic invoice is generated and emailed to the student.

The booking portal developed by Unity4 is flexible enough to allow franchisees to set their own pricing, operating hours and business rules while still working within the masterbrand environment.

Additionally, ACT and NSW have different processes regarding learner, provisional and senior driving lessons and licenses within which we need to operate. Our system allows for customisable scripting and systems depending on the student's location.

The Unity4 system offers a complete end to end approach from the driving instructors managing their daily workload and schedule right through to business analysis at a board level.

### The Result

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Our end-to-end management of this important program means:

Each week we handle approximately 1500 calls.

Since inception we have made over 40,000 bookings.

Our suite of reports are used by this motoring services organisation as a key management tool.

This program is recognised by the RTA with one hour under a driving instructor being counted as three hours in the log book system.