servicetonic

Enterprise Service Management Software

Customer Success Story

Over a Decade of Driving Service Excellence across SEAT & CUPRA, Volkswagen, Audi and Škoda with ServiceTonic

SEAT CUPRA Audi ŠKODA

Find us at www.servicetonic.com

Customer Success Story

For more than a decade, ServiceTonic has helped SEAT & CUPRA transform service delivery, supporting their digital transformation strategy while continuously improving the experience of employees, importers, and dealerships worldwide.

What began as a help desk initiative at SEAT & CUPRA has evolved into a long-standing partnership that now supports multiple organizations and business areas across SEAT & CUPRA, Volkswagen, Audi and Škoda, enabling thousands of users worldwide to manage critical business processes through a single, flexible Enterprise Service Management platform.

+10 YEARS

4 BRANDS

WORLDWIDE GLOBAL SERVICE

+3,000 DAILY BUSINESS PROCESSES

> *ServiceTonic is a key enabler of digitalization at SEAT & CUPRA, delivering real value to the management and efficiency of our services.*

SEAT + CUPRA

Kai Schumann – Digitalization & New Developments, SEAT S.A.

Customer Success Story

From a Local Pilot to a Global Platform

In 2014, SEAT & CUPRA's After Sales department set out to modernize the way it supported its network of more than 250 dealerships across Spain. The objective was clear: implement a help desk solution that would simplify request management, improve service quality, and increase operational efficiency. Following an evaluation of several solutions, ServiceTonic was selected for a pilot project. The results quickly demonstrated the platform's value. Dealerships appreciated its intuitive user experience, while the After Sales team gained a centralized environment for managing, tracking and resolving requests efficiently through a structured ticketing system.

The success of the pilot soon led to a much broader rollout. Thanks to ServiceTonic's flexibility and extensive configuration capabilities, the platform rapidly evolved alongside the organization's growing needs. Within a short time, it was deployed globally, supporting more than 1,200 SEAT & CUPRA dealerships and importers worldwide. As the benefits became evident, other business units within SEAT & CUPRA adopted the platform, each implementing dedicated ServiceTonic environments tailored to their own operational requirements.

> *Our day-to-day operations would be difficult to imagine without ServiceTonic, given its significant contribution to the automation of our processes.*
>
> SEAT + CUPRA
>
> Jordi Carrasco – B2B Support, SEAT S.A.

In late 2019, Volkswagen's Parts division selected ServiceTonic to support its global importer network. Despite the unprecedented challenges of the COVID-19 pandemic, the implementation was successfully completed in 2020 and received excellent feedback from users.
Since then, Audi and Škoda have also adopted ServiceTonic across multiple business areas, using the platform to centralize requests, automate processes and standardize workflows, creating a more efficient, scalable and consistent service management environment.

ServiceTonic is more than just a software platform – it enables us to steer, measure and continuously optimize the communication with our customers worldwide – and ServiceTonic and its team support us every step of the way.

Caroline Besent – Wholesale Relations, Volkswagen AG

Supporting Global Operations Every Day

Today, ServiceTonic is a business-critical platform for SEAT & CUPRA, Volkswagen, Audi and Škoda.
Every day, thousands of users across major operational centers in Germany, Spain, and the Czech Republic rely on the platform, supporting business operations across an international network that includes countries such as the United States, India, China, Mexico, France, Belgium, Poland and many others.

The ServiceTonic team supported us throughout the migration from our previous ITSM solution, completing the project in record time and delivering a platform that fully meets our needs today.

ŠKODA | VOLKSWAGEN
Škoda Auto Volkswagen India Private Limited

Yunus Khan – Senior Manager – IT, ŠKODA AUTO Volkswagen India Private Limited
(formerly known as Volkswagen India Pvt. Ltd.)

On a typical day, more than 3,000 complex business processes are managed through ServiceTonic across SEAT & CUPRA, Volkswagen, Audi and Škoda, demonstrating the platform's central role in supporting their daily operations.

Integrating ServiceTonic's Chatbot into our service operations has enabled us to streamline our work and provide an even better service to our dealer network.

Diana Hernández – IT Specialist, Volkswagen México

The Keys to a Successful Partnership

Operating within complex international organizations requires a platform capable of combining flexibility, scalability, security and ease of use.

Several factors have contributed to the long-term success of the partnership:

- Centralized and automated service request management.
- An intuitive platform with extensive configuration capabilities.
- Flexibility to support complex organizational structures spanning brands, departments, importers and dealerships.
- Faster response times and increased operational efficiency.
- Greater self-service adoption through knowledge bases and service catalogs.
- Business-specific workflows tailored to each department.
- Rapid adaptation to evolving business requirements.
- Real-time dashboards, KPIs and reporting for data-driven decision making.
- Seamless integration with corporate systems.
- Integration across multiple ServiceTonic environments.
- Compliance with demanding corporate security standards.
- Multilingual capabilities supporting global operations.

One of ServiceTonic's greatest strengths is its ability to adapt to the different needs of each brand while maintaining a consistent platform and governance model across international operations.
This flexibility has been key to our success.

ŠKODA Martin Burkoň – After Sales Management, Škoda Auto a.s.

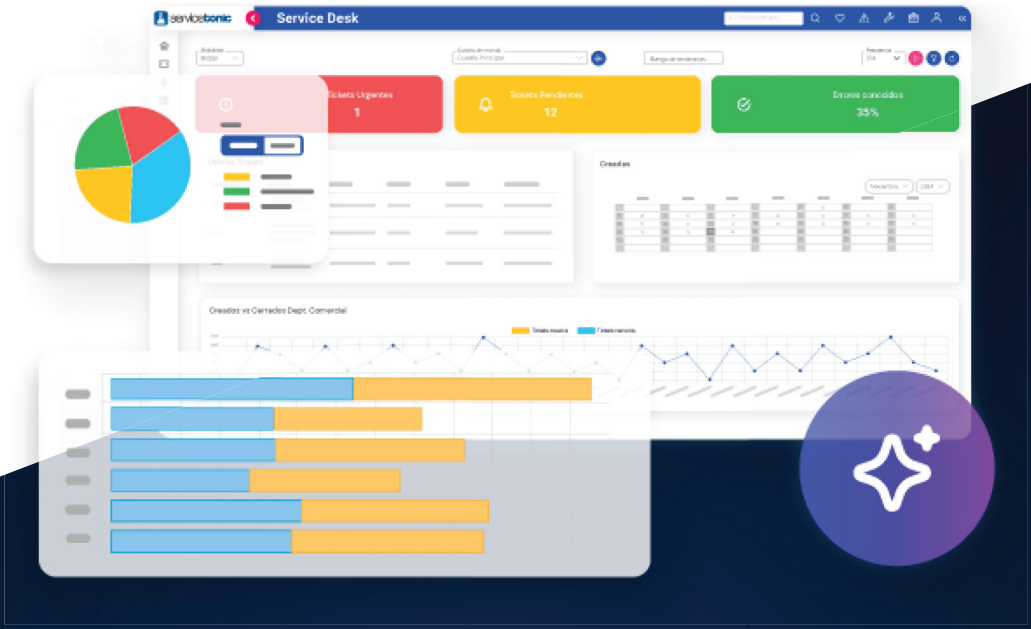
Looking Ahead

After more than a decade of collaboration, the partnership continues to evolve.
As organizations increasingly embrace intelligent automation, ServiceTonic remains committed to delivering innovation through Artificial Intelligence.

Virtual Assistants and Copilot capabilities are already helping teams across SEAT & CUPRA, Volkswagen and Audi increase self-service adoption, enhance user experiences and improve everyday productivity.
This ongoing evolution reflects a shared commitment to driving operational excellence and delivering continuous innovation for years to come.

The introduction of Artificial Intelligence capabilities in ServiceTonic has had a very positive impact, making everyday work easier while enhancing the quality of the service we provide."

Nadine Eismann – Service Technik Garantie, AUDI AG



Our collaboration with SEAT & CUPRA, Volkswagen, Audi and Škoda is a source of great pride for everyone at ServiceTonic. It demonstrates how our technology helps leading automotive brands deliver better services through innovation, flexibility and continuous improvement.

Ignasi Camp – CEO, ServiceTonic