

Stellantis Innovation Awards - Jury Prize & Public Prize

Mister Auto : +2 NPS points in 2 years through AI-powered Voice of Customer

Background

Mister Auto, a Stellantis Group subsidiary, is one of Europe's leading online automotive parts retailers, serving both individual customers and automotive professionals across European markets and French overseas territories. In this sector, **customer satisfaction is a major strategic differentiator**: customers buy parts out of necessity – if the right part isn't identified quickly or doesn't arrive on time, the car stays grounded.

Audrey Daloz, Head of Customer Voice & Stellantis Synergies, oversees the collection and use of customer feedback across all European markets. The 31 Glanceable licences are distributed **across all departments contributing to the customer experience**: logistics, customer service, product, UX & front, pricing.

Key challenge: move from weekly NPS score tracking to an industrialized, actionable and shared Voice of Customer approach – enabling each department **to act on its own customer pain points**.

Key Facts

- +2 NPS points from an already high baseline
- 10% refunds for vehicle incompatibility
- Best customer service in the sector
- Jury Prize & Public Prize – Stellantis Innovation Awards

Following Mister Auto's success, other Stellantis Group entities are now deploying the solution in new areas.

The Challenge



An overly macro NPS tracking

Mister Auto teams tracked NPS as a global score, unable to explain variations by category, carrier or market. They lacked the capacity to exploit verbatims at scale and had to rely on raw statistics.



Unexploited customer signals

The volume of multilingual feedback was too large to process manually. Packaging, transport or product quality insights were not escalated to the relevant teams – weak signals remained invisible.



No cross-functional CX governance

The Voice of Customer was confined to the CX team. Other departments – logistics, product, front & UX – had neither access to the data nor a clear roadmap to act on satisfaction.



« We moved from one-off verbatim analysis to team accountability: each department now manages its own customer pain points. »

Audrey Daloz

Head of Customer Voice & Stellantis Synergies, Mister Auto

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The Solution

Glanceable, **the first VoC platform with AI built exclusively to analyze the Voice of Customer**, enabled Mister Auto to structure and cross-reference:

- Multilingual NPS (score + verbatim), across multiple European markets
- Site reviews, product reviews and end-to-end brand experience
- Customer service feedback and complaints

Mister Auto structures its multilingual feedback (NPS, site & product reviews, customer service) across multiple European markets.

A cross-functional CX governance is deployed by department — logistics, product, customer service, front & UX, pricing — with **very fine granularity** thanks to integrated order metadata.

Résultats obtenus

- +2 NPS points **starting from an already top e-commerce score**
- Packaging: **pain point quantified & presented to ExCom** — logistics investments unlocked
- Dedicated dashboards by silo: **each department manages its own pain points**
- Voice of Customer **shared across the entire company** — no longer confined to the CX team
- Better ability **to explain and prioritize NPS variations** by department

Takeaways

Mister Auto transformed the Voice of Customer into an operational performance lever — from verbatim to ExCom investment.

[Book a demo](#)



Prioritization above all : it's easy to get overwhelmed by everything to improve. What matters is identifying what will impact the most customers and drive a significant, measurable improvement in the score.



Data as proof, not as a report : before Glanceable, problems existed but couldn't be quantified. With structured verbatims, you bring evidence — and teams act much faster.



Granularity as a lever for action : cross-referencing customer feedback with the exact carrier or product reference changes everything. It drives internal teams but also external partners with concrete examples.



Humanizing the customer for a pure player : without a physical store, the customer remains abstract. Glanceable adds substance — feedback makes customers tangible and gives each team a direct relationship with those they serve.



« This transforms our perception: our customers are no longer simply data behind a screen, but people with real expectations and experiences. »

Audrey Daloz

Head of Customer Voice & Stellantis Synergies, Mister Auto