

AUTOMOTIVE • PHILIPPINES

The first-fix standard: the executive economics of automotive customer and dealer support outsourcing to the Philippines.

An analysis of why contacts handled is a volume vanity metric, how first-contact fix rate and CSI protection — never contact throughput — decide the true cost of an OEM and dealer support operation once unresolved cases, wrong diagnoses, CSI-score damage, and service-drive leakage are counted, and the vendor-selection discipline that fixes the case the first time and protects the brand's satisfaction index.

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ABOUT THIS SERIES – VOLUME 93

Every automotive-support proposal is priced per contact handled, because volume is easy to count. This volume is about the only support outcome an OEM's or dealer group's satisfaction index actually depends on: the case diagnosed right and fixed on the first contact, so the customer keeps servicing at the dealer and the brand's CSI holds. The gap between handling a contact and fixing the case is where repeat calls, wrong diagnoses, and CSI damage live. The full series lives at piton-global.com.

THE PITON-GLOBAL LEADERSHIP TEAM

About the authors



John Maczynski

Chief Executive Officer

John has bought automotive support capacity for three decades, and learned that the fast team that handles every contact and fixes nothing on the first call is the most expensive one an OEM or dealer group can hire — because every unresolved case is a repeat call, a wrong diagnosis is a mis-sent part or a wasted service bay, and every frustrated owner is a CSI-survey hit that costs the brand far more than the contact. His standing question ignores the handle-count report: of the contacts you took, how many fixed the case on the first touch and protected the satisfaction score? Applied at PITON-Global, that question is what clients get on every



Ralf Ellspermann

Chief Strategy Officer

Ralf has spent twenty-five years running Philippine automotive-support floors, and he judges a support team by its first-contact fix rate and CSI outcomes, not its contacts-per-hour: whether the case was diagnosed right and closed on the first touch, or bounced into a repeat call and a survey hit. The dual-mandate contract in Section 3 codifies what he learned rebuilding teams that handled contacts fast and resolved nothing. He now reads automotive-support providers the way he once ran them — from the first-contact-fix rate and the CSI trend backward.

automotive-support sourcing decision — personally, with no account layer in between.

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ABOUT PITON-GLOBAL

PITON-Global is a buyer-side advisory practice, Manila-based since 2001, that has never operated a delivery floor or taken a placement commission. Its stock-in-trade is knowing the Philippine provider market at the operating level — 1,000+ mapped operations, re-verified continuously, including each automotive-support team's real first-contact fix rate and CSI record rather than its contacts-per-hour headline — and converting that knowledge into a shortlist of six to ten genuinely qualified partners per engagement. Buyers from Tripadvisor, Garmin, TSYS, HealthPartners, Yetipay, Workrise, and Norman Disney & Young have run their searches through the practice.

SECTION 01

Executive summary

-58%

Fully-loaded cost per resolved case vs. US onshore

88%+

First-contact fix rate on vetted teams, up from 62-74%

+0.5

CSI-score lift on vetted teams (5-point scale)

6.2×

First-year ROI, reconstructed case (Section 6)

An automotive-support engagement is bought on the price per contact and paid for on the cases it fails to fix. The vendor reports millions of contacts handled at a fraction of the onshore cost; the OEM or dealer group finds the cases that took three calls to close, the wrong diagnoses that mis-routed a part or wasted a service bay, the owners who left a one-star survey because nobody owned their problem, and the CSI score — the number the manufacturer ties dealer incentives to — drifting down while contact volume looked healthy. The operation hit its handle count and the brand inherited repeat calls, service-drive leakage, and a satisfaction problem. The gap between handling a contact and fixing the case first-contact is where the real cost of cheap automotive support hides, because an unresolved contact is not throughput delivered — it is a repeat call, a lost service visit, and a CSI hit.

The Philippines — with a large, English-fluent, automotive-literate support workforce and deep dealer-systems and telematics experience — is where automotive support is delivered with the most first-contact-fix discipline. Five findings:

- 1 Contacts handled is the industry's most flattering number.** Any team can pick up and log a call. Vetted teams are measured on outcome: first-contact fix rate, diagnostic accuracy, and CSI. Weak providers quote a low per-contact price the brand repays in repeat calls and satisfaction damage. Section 2 shows the gap.
- 2 The first-contact fix, not the fast handle, is the product.** A case that protects the CSI comes from diagnosing the vehicle or account issue right and closing it on the first contact — not from clearing a queue. Teams that fix first-contact resolve once; teams that handle loosely generate repeat calls and survey hits that cost more than the contact.
- 3 A miss cuts both ways — repeat call and lost service revenue.** An unresolved case comes back as a repeat contact and, worse, as an owner who services elsewhere or churns at trade-in. Vetted teams hold first-contact fix above 88% precisely because both tails cost —

the extra contacts and the service-drive revenue that walks.

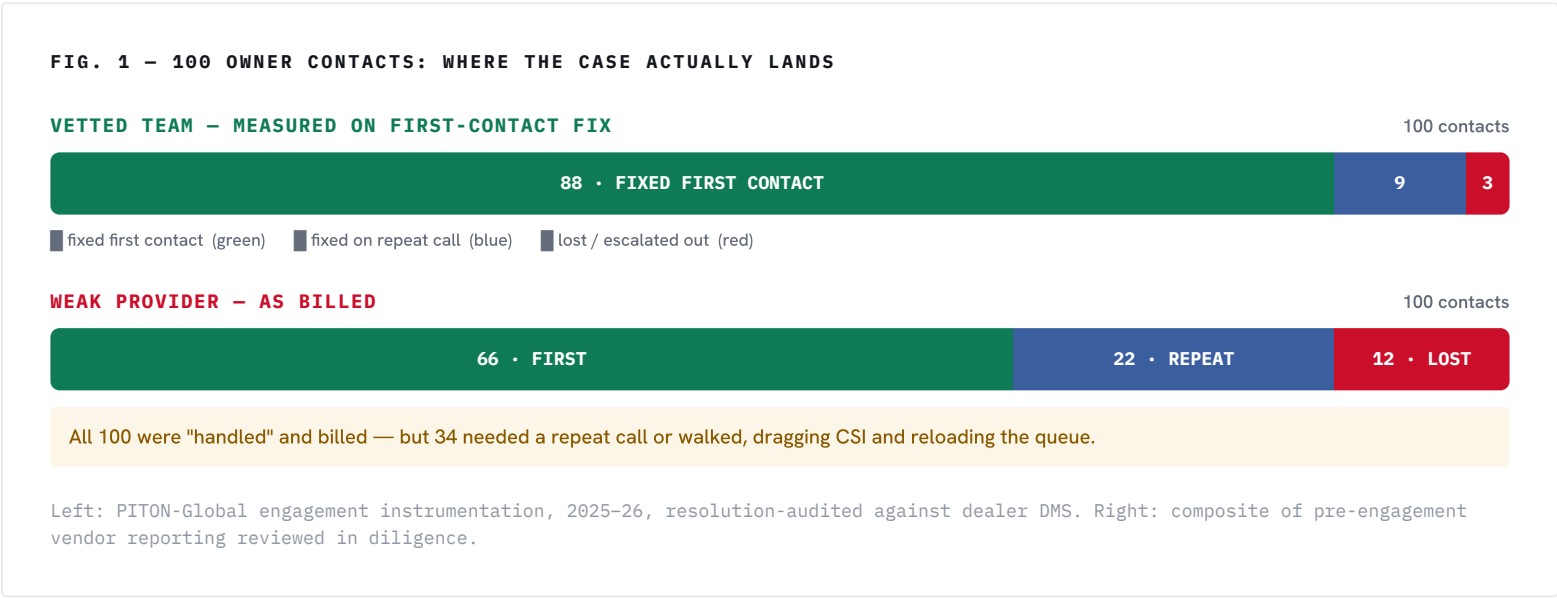
- 4 **The CSI score, not the per-contact rate, is where the money is.** Manufacturer incentives, dealer rankings, and warranty margins all ride on CSI; a half-point swing moves real money. Teams that fix first-contact lift CSI and keep owners in the service drive, and that protected satisfaction and retained revenue — not the offshore rate alone — is where the case study's return is built.
- 5 **Contract on the resolved case, not the handled contact.** The contracting failure of automotive support is paying per contact and hoping the case is fixed. Vetted deals price against first-contact-fix floors, diagnostic-accuracy targets, and CSI standards, making the resolved case the team's problem, which is where it belongs.

The intended reader is an OEM customer-experience leader, dealer-group operations head, or COO buying automotive support per contact and paying for it in repeat calls, service-drive leakage, and CSI damage. Sections 2-4 separate the teams that fix first-contact from the teams that handle volume; Sections 5-7, the method and the proof.

SECTION 02

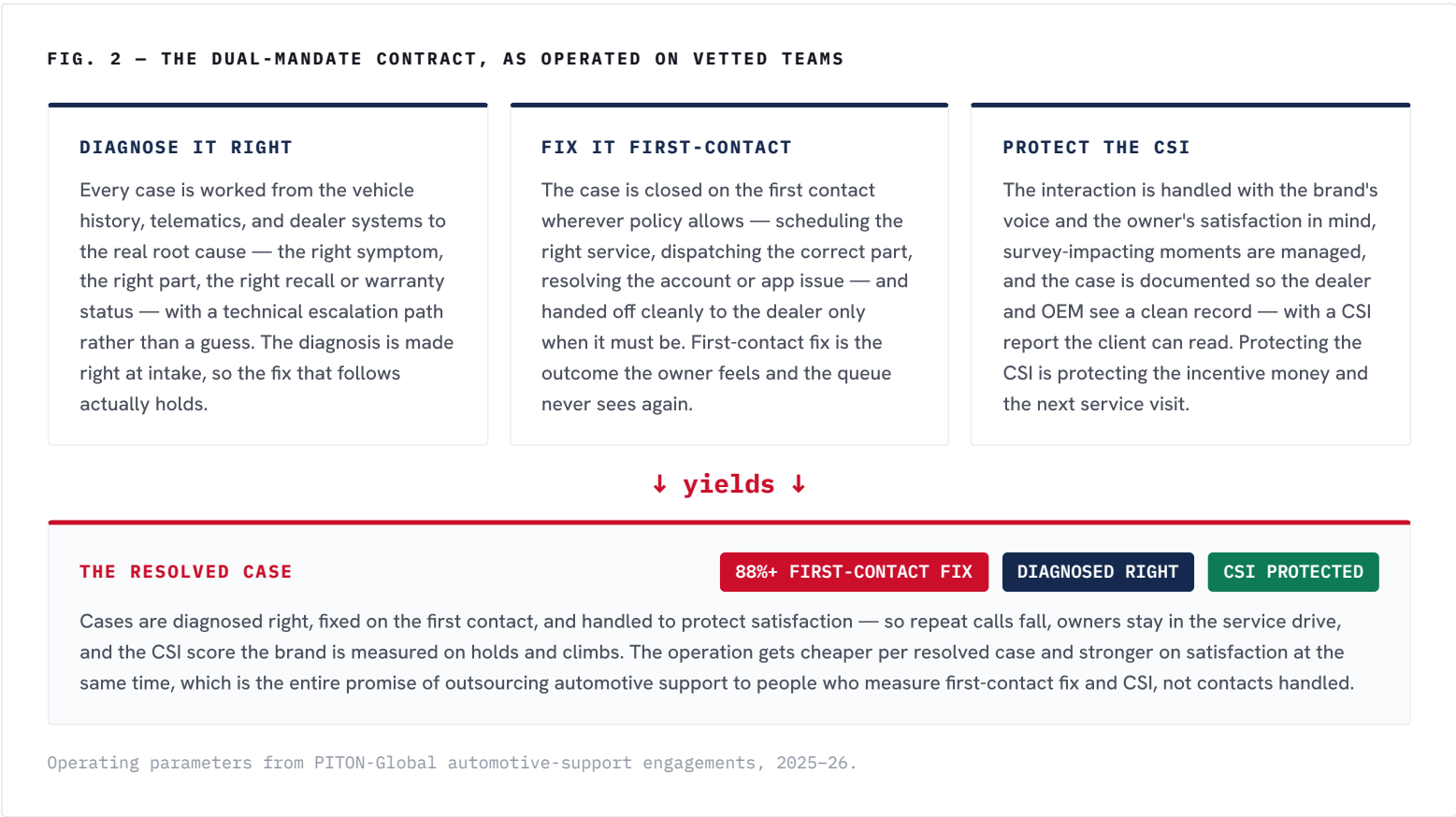
The volume mirage: contacts handled versus cases fixed first-contact

Figure 1 tracks 100 owner contacts through resolution. The stacked track shows what a weak provider bills (all 100 "handled") against what actually happened to the case — fixed first-contact, fixed on a repeat call, or lost to the service drive entirely.



The dual-mandate contract: diagnose it right, fix it first-contact, protect the CSI

Figure 2 lays out the three clauses of a working automotive-support contract — the machinery a floor read verifies before any per-contact price is believed.



In diligence, the contract is tested from the case's side: pull handled contacts and re-check first-contact resolution against the dealer DMS; audit diagnostic accuracy against the technical resolution; read the CSI trend. Perhaps one team in ten survives it cleanly. Steps 3 and 5 of the framework exist to find that one before the contract does — because everything in Table 3 of Section 6 depends on first-contact fix, not contacts handled.

SECTION 04

Cost and performance: cost-per-resolved-case economics and benchmarks

TABLE 1 – FULLY-LOADED COST PER RESOLVED CASE: THREE OPERATING MODELS (2026)		
OPERATING MODEL	COST / RESOLVED	VS. US BASELINE
US onshore in-house support team	\$16.40	baseline
Low-cost offshore contact mill (per-contact)	\$11.10	–32%
Vetted Manila team — first-contact fix, CSI-safe	\$6.85	–58%

Basis: PITON-Global engagement pricing 2025-26; cost per resolved case = fully-loaded operating cost divided by cases fixed first-contact and CSI-safe (repeat calls and lost cases excluded); the contact mill looks cheap per contact but repeat calls, wrong diagnoses, and CSI-driven service-drive leakage lift its true cost per resolved case; US comparator fully-loaded in-house cost.

TABLE 2 – AUTOMOTIVE-SUPPORT BENCHMARKS, VETTED VS. BASELINE (2025-26)			
METRIC	VETTED TOP TIER	BASELINE	EXECUTIVE READING
First-contact fix rate	88%+	62-74%	The only support number CSI follows
Diagnostic accuracy	97%+	80-89%	Right part, or a wasted bay
Repeat-contact rate vs. baseline	–61%	baseline	"Fix it first-contact" — held or not
CSI / satisfaction score	+0.5 pt	baseline	Incentive money, up or down
Service-drive retention vs. baseline	+19%	baseline	Owner stays, or services elsewhere

Source: PITON-Global automotive-support engagement data 2025-26; baseline = typical pre-engagement operations billed on contacts handled.

The strategic read: the contact mill's –32% per contact is a false economy — repeat calls, wrong diagnoses, and CSI-driven service-drive leakage lift its true cost per resolved case far above the per-contact gap, and an owner lost to a bad experience is a cost no rate recovers. The vetted Manila team's –58% is real because it is measured where the value is: the case diagnosed right, fixed first-contact, CSI protected. Buy on contacts handled and you buy the right side of Figure 1; buy on cost-per-resolved-case and you buy first-contact fix — the same discipline every volume in this series keeps arriving at from a different door.

SECTION 05

Sourcing discipline: the 7-Step Vendor Vetting Framework, applied to automotive support

Automotive-support diligence adds one hard requirement to every step: a per-contact price is real only when the first-contact fix rate behind it survives a re-check against the dealer DMS and CSI record. The funnel below is representative of a 60-120-seat OEM/dealer support search.

FIG. 3 – THE 7-STEP FRAMEWORK AS AN AUTOMOTIVE-SUPPORT FUNNEL		
STEP	WHAT IT ELIMINATES IN AN AUTOMOTIVE SEARCH	FIELD REMAINING
1 Requirements definition	Throughput-first scoping: fixes the first-contact-fix floor, the diagnostic-accuracy target, the CSI standard, and the repeat-contact ceiling by program (OEM care, dealer, roadside, telematics)	1,000+
2 Market mapping	Contact mills: operations that bill handle volume and treat repeat calls and CSI hits as the client's problem, and generalist floors with no automotive-systems or dealer-process depth	~46
3 Capability screening	Teams without the machinery: audited first-contact-fix history, DMS/telematics proficiency, a diagnostic-QA workflow, and coverage across your models and support programs	~14
4 Compliance & security audit	Weak governance: owner-PII and vehicle-data protection, recall/safety-handling discipline, access controls on dealer systems, SOC 2 scope covering the support stack	~8
5 Operational diligence	The fix re-check: re-check handled contacts for first-contact resolution against the DMS; audit diagnostic accuracy and CSI; interview on how they work a complex warranty or telematics case	4–6
6 Competitive RFP & negotiation	Per-contact pricing: finalists bid against first-contact-fix floors, diagnostic-accuracy targets, and CSI standards — all carrying credits for cases that come back as repeats	2–3
7 Transition & launch governance	Cold cutover: the team calibrates against your models, dealer processes, and CSI methodology on a sample before it owns live volume, with the fix floor certified before steady state, PITON-Global embedded buyer-side	1

Field-remaining counts represent a 60–120-seat OEM/dealer support search, PITON-Global engagements 2024–26.

The standing guarantees hold: **vendor neutrality** — PITON-Global operates no support floors, takes no contacts, and takes no placement economics, so the shortlist reflects audited first-contact-fix performance, not inventory; **right-sizing** — teams for whom your operation is a flagship account. Six to ten genuinely qualified providers, delivered within 48–72 hours, free to the buyer, competing through a fully transparent, fair, comprehensive, and highly competitive RFP.

SECTION 06 • ANONYMIZED CASE STUDY

Re-basing the operation on first-contact fix: an 85-seat OEM/dealer support rebuild, reconstructed

Engagement AU-074 is a US automotive OEM and its dealer network — running roughly 3,400,000 owner and dealer contacts a year across brand care, service scheduling, roadside, and telematics — that had offshored support to a per-contact mill. The contact price was excellent; the resolution was not: first-contact fix sat near 68%, diagnostic errors were mis-routing parts, repeat calls were reloading the queue, and the CSI score had slipped enough to threaten dealer incentives. The customer-experience leader wanted the arbitrage without the repeat calls and the satisfaction damage. Identifying details are anonymized under NDA.

SELECTION (WEEKS 0–8, FIX RE-CHECKS)	TRANSITION (MONTHS 2–7, CALIBRATED FIRST)
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Requirements fixed an 88% first-contact-fix floor, a 97% diagnostic-accuracy target, and a CSI standard, with a mandatory diagnostic-QA workflow. Mapping produced 46 claimants; the machinery screen — first-contact-fix history, DMS/telematics proficiency, diagnostic QA, model coverage — left 14; the compliance-and-security audit left 8. Fix re-checks of each finalist's handled contacts against the DMS shortlisted 5. A Manila team won priced against first-contact fix and CSI, with a fix re-check written into the reporting spec.

The team calibrated against the OEM's models, dealer processes, and CSI methodology on sample contacts before owning live volume; the fix floor was certified in month 3. The diagnostic-QA-and-coaching loop fed training from day one. By month 7 first-contact fix reached 88.6%, diagnostic accuracy hit 97%, repeat contacts fell 61%, and the CSI score rose half a point. PITON-Global chaired the first-contact-fix review board to steady state.

TABLE 3 – AU-074 FIRST-YEAR VALUE BUILD-UP (US\$)		
VALUE COMPONENT	YEAR 1	BASIS
Labor arbitrage on the 85-seat support operation	\$2.32M	159.4k productive hrs × (\$24.10 – \$9.55)
Repeat-call volume removed (first-contact fix)	\$0.74M	Repeat-contact handling removed at higher fix
Service-drive revenue retained (CSI lift)	\$0.52M	Owners retained in the service drive
Wrong-diagnosis & parts waste avoided	\$0.18M	Mis-sent parts and wasted service bays removed
Gross value created	\$3.76M	
Less: engagement & transition costs	(\$0.61M)	Calibration, DMS/telematics integration, coaching build; advisory fee \$0 (provider-paid model)
Net value ÷ cost = first-year ROI	6.2×	\$3.76M ÷ \$0.61M

Figures rounded; fix-rate, diagnostic, and CSI effects audit-verified. Method in Methodology & notes.

Sixty-two percent arbitrage, thirty-eight percent from removed repeat calls, retained service-drive revenue, and avoided parts waste — a typical split for the series, earned because the operation was re-based on first-contact fix rather than contact volume. Every line traces to a diligence step: the fix floor to Step 1, the fix-based pricing to Step 6, the diagnostic-QA workflow to Step 3's contract. The customer-experience leader's line at the year-one review: "The contact price barely moved. What moved is that owners get fixed on the first call — and our CSI stopped costing us incentive money."

SECTION 07

The executive playbook: governance for the first 180 days

An automotive-support transition succeeds when the team is measured and paid on first-contact fix and CSI — client in command throughout.

DAYS 0–30

Define first-contact fix, contract on it

Set the first-contact-fix floor, the diagnostic-accuracy target, and the CSI and repeat-contact thresholds with CX leadership before launch, and document the diagnostic-QA workflow by support program. Contract against first-contact fix and CSI — never per contact alone — with floors and standards carrying credits. Stand up the fix re-check as the program's arbiter of truth.

DAYS 30-90

Calibrate on the models, prove the floor

Calibrate the team against your models, dealer processes, and CSI methodology on sample contacts before it owns live volume; certify the fix floor and diagnostic-QA loop. Switch on the QA-and-coaching loop from day one. Publish the support dashboard: first-contact fix, diagnostic accuracy, repeat-contact rate, CSI, service-drive retention.

DAYS 90-180

Own live volume, certify steady state

Hand live volume to the team only after it holds the fix floor and CSI standard. Review the board monthly with the repeat-contact and CSI trends on the table. Certify steady state on two months at floor including a recall or model-launch surge; hand over on documented criteria; keep the quarterly fix re-check standing.

THE FIVE FAILURE MODES WE ARE HIRED TO PREVENT

Paying per contact while cases go unfixed · handling contacts instead of fixing cases first-contact · guessing a diagnosis instead of working it to root cause · letting CSI slip while volume looks healthy · owning live volume before first-contact fix is proven. All five are settled at selection and contract.

The automotive-support argument, in one sentence: a handled contact is activity and a resolved case is an owner fixed on the first call and a CSI score protected, and a vetted Philippine team delivers -58% cost per resolved case with an 88%+ first-contact fix rate, a half-point CSI lift, and repeat contacts cut by nearly two-thirds — for buyers who re-check the fix rate instead of counting contacts handled, and compete the finalists through a fully transparent, fair, comprehensive, and highly competitive RFP. Anyone can handle a contact. We make sure you buy the team that fixes the case the first time.

METHODOLOGY & NOTES

How the numbers were built

Fix-rate and CSI figures (Fig. 1, Table 2) derive from engagement instrumentation in PITON-Global automotive-support engagements, 2025-26. First-contact fix rate and diagnostic accuracy are measured by re-checking handled contacts against the dealer DMS and technical resolution; repeat-contact rate, CSI, and service-drive retention are measured against the client's pre-engagement baseline. The weak-provider column is a composite of pre-engagement vendor reporting reviewed in diligence, shown for contrast.

Cost-per-resolved-case figures (Table 1) are fully loaded — wages, benefits and statutory charges, facilities, technology and DMS/telematics tooling, management and QA overhead including diagnostic reviewers and coaching, attrition-driven recruiting — divided by cases fixed first-contact and CSI-safe, with repeat calls and lost cases excluded from the denominator; US comparators reflect fully-loaded in-house cost on the same basis. A resolved case is diagnosed right, fixed on the first contact, and CSI-protected.

The case study (AU-074) is anonymized under NDA; volumes and dates are generalized, figures rounded. Fix-rate, diagnostic, and CSI effects are audit-verified; the service-drive-retained line reflects retained service revenue, and the repeat-call line is a conservative estimate. ROI = net first-year value ÷ all engagement-related client costs. PITON-Global's advisory fee is provider-paid and appears at \$0 in the client cost base; neutrality safeguards are documented at piton-global.com.

Market context draws on IBPAP reporting and PITON-Global's proprietary provider mapping (1,000+ operations; first-contact fix and CSI performance re-verified May 2026). Estimates and projections are PITON-Global analysis and should be cited as such. The full series is available at piton-global.com.



Would your provider's contact price survive a first-contact-fix re-check?

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Thirty minutes with John will tell you. Free to buyers, strictly vendor-neutral — a fix-rate-verified shortlist within two to three business days.