

Automotive Trade and Repair Shops

New Car Sales



Supporting effective distribution and customer service networks

Working together with automakers and repair partners, car dealers provide comprehensive services helping consumers choose and maintain the automobile right for them. We conduct expert performance auditing, quality management, customer experience coaching, professional training and other strategic solutions designed to help dealers build effective networks focused on delivering excellent service while strengthening their brand.

Revenue – maximizing yields

Proven service quality and excellent customer experience lay the foundation for effective and profitable distribution, sales and client relation practices and processing. DEKRA provides objective audits, effective coaching, recognized training and quality management services devised to support efficient strategies to minimize cost and maximize revenue.

Automotive Brand Performance Audits

Strong brand performance and competitive power relies on effective strategies, coherent structural elements and coordinated communication throughout the complex network of international manufacturers, retailers and consumers. We conduct distribution network integrity audits to help dealers realistically assess business practices and systems aiming to drive sales and provide the best possible customer service for increased profits. Strengthen your distribution and customer services network with our customized Automotive Standard Audits. Comprehensive, independent incentive audits help dealers to ensure the appropriate application of individual incentive programs and company strategies in order to prevent mistakes and strengthen trust throughout the partner network.

Connected, Autonomous, Shared, Electric (CASE) Mobility Training

Connected, autonomous, shared, and electric (CASE) mobility brings with it radical change to every part of the mobility value chain, and each of these requires new, innovative training concepts. From manufacturing to aftersales, mechanics or roadside assistance, we have the expertise and training programs you need to ensure that your employees will be safe and effective in this new environment.

Customer Experience Training and Coaching

Although the automotive sector faces unprecedented challenges, positive interaction and a focus on customer satisfaction are still the best tools paramount to sustaining competitiveness and increasing sales. DEKRA helps dealers determine and reach their customer experience goals through recognized coaching and training programs. We perform in-depth analysis for each individual dealer, including a cultural survey, personal profile, physical environment, online and frontline reviews, documentation, systems analysis, feedback and a SMART action plan proposal.

Digital Marketing Consulting

Our experts will work with you to build your understanding and knowledge of all the main channels and techniques, from promoted social media campaigns on Facebook, LinkedIn, etc., to Google Adwords, retargeting campaigns, SEO, social media management, email marketing, analytics and reporting. Helping you to reach the right people at the right time with relevant messages.

Events Management

Effective B2C events boost automotive dealership sales by focusing on private sales and run-off stock. Targeted events can also be used to bring additional customers into the showroom and clean up your database. This will facilitate a new life cycle with these clients. We support you at all points, from event planning, targeting and marketing to sales force briefing and post-event analysis and reporting.

Examination of Experts for Car Dealers

Qualified employees trained to uphold the highest technical and customer service standards are critical to the strength and reputation of your brand as well as the success of your company. These standards of excellence are the backbone of our DEKRA personnel certifications providing internationally recognized credentials from a respected third party. We provide objective assessment and validation of individual skills to ensure employee confidence in their ability to appropriately perform at the levels you and your customers expect.

Fleet Sales Training and Coaching

Changing customer needs, new retail formats and advanced technology require change and targeted optimization of existing fleet sales strategies. Our goal is to optimize your fleet sales and improve your market position in the long term – all with streamlined solutions from a single source. Our experts begin by analyzing the aspects of your organization related to fleet sales management, taking into account the specific circumstances affecting your business. Working together, we create a customized action plan and define appropriate optimization measures based on our analysis. Our experts extend their support to include implementation and help establish monitoring strategies to track and reward target achievement.

Lead Management

Acquiring new customers and ensuring loyalty demands a proactive approach and a reassessment of conventional methods. To remain competitive, dealerships need to shift from a 'push' to a 'pull' strategy. This means taking the initiative and contacting potential customers as early as possible in their decision-making process. We support you in proactively addressing potential customers, managing calls, guiding and nurturing customers and generating valuable leads within your target groups.

Sales and Aftersales Campaign Management

DEKRA experts can work with you to develop traffic into dealerships, increase vehicle sales, boost your spare parts business and maximize workshop working hours. Typical activities include database analysis and qualifying, designing the call scripts and making outbound calls to establish appointments.

Vehicle Service and Management Training

Dealers rely on designated service stations to make sure cars in stock meet and exceed the latest safety and environmental standards. Experienced DEKRA instructors provide service personnel technical expertise according to specific requirements and can upskill professional mechanics in the field of e-mobility to ensure your customers state-of-the-art service in line with your priorities and strategies.



Return – protecting investment

Physical assets, human capital and financial reserves are key factors in determining the strength and sustainability of every company. Comprehensive DEKRA services include accredited training in effective business strategy, effective coaching, CASE mobility, digital transformation and e-mobility as well as energy and quality management systems certifications to help you safeguard critical assets and shield overall investment.

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Business Management Training and Coaching

Successful businesses must be able to adapt to changing circumstances and declining margins with established and effective management strategies and qualified leadership personnel. We thoroughly analyze your organization to help you implement customized integrated planning so you can react quickly and appropriately to both expected and unforeseen changes or challenges. After comprehensive review, DEKRA experts accurately

determine your current liquidity status and help you develop tailored solutions through our Business ChaMP (Change Management Program) consulting services to ensure a strong and sustainable business model focusing on new opportunities for a substantial return on your investment.

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Digital ChaMP – Transformation Change Management Program

By analyzing the current level of digital readiness within your organization, we work with you to plan the right strategy for successful digital transformation while offering you comprehensive services from a single source. Our experienced experts draw on their strong backgrounds in the automotive industry to offer a solution-oriented, pragmatic approach to managing change.

High-voltage Vehicle Training via Digital Learning Tools

DEKRA e-mobility training is a digital response to the increasing use of electric vehicles around the world. Technicians working with electric vehicles require new sets of skills and knowledge to ensure safe and effective operation. Using digital learning tools, we will train your technicians in the safety and protection measures they need to use to stay safe when working on high-voltage systems.

Quality – committing to excellence

Your good name and reputation rely on the noted and sustainable quality of your goods and services. DEKRA provides effective coaching, comprehensive training courses and quality management systems certifications to help dealers consistently deliver the highest caliber of products and customer support.

Automotive Mystery Shopping

Automotive mystery shopping according to a checklist provides a magnifying glass enabling you to examine the quality, effectiveness and personal reach of your frontline customer service strategies and representatives. It offers a unique opportunity for critical analysis and improvement based on the unfiltered, real-life experiences of your customers.

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Customer Experience Training and Coaching

Although the automotive sector faces unprecedented challenges, positive interaction with a focus on customer satisfaction and quality products and services are still the best tools paramount to sustaining competitiveness and increasing profits. DEKRA helps dealers to ensure that sales staff incorporate new sales channels and an emphasis on customer experiences seamlessly and effectively into their processes. We perform in-depth analysis for each individual dealer, including a cultural survey, personal profile, physical environment, online and frontline reviews, documentation, systems analysis and feedback. Based on the results, we propose a SMART action plan and conduct bespoke in-house training to sensitize employees to the customer experience.

Digital Expert Qualification

Meeting the demands of digital transformation means having employees who are both professionally and methodically trained to initiate and drive transformation processes in a goal-oriented manner and to ensure the sustainability of the transformation. Together with you, we define the areas of responsibility and derive the skills, competencies, responsibilities and collaborations required for this role profile. Depending on the skills and abilities already available, appropriate, individual coaching sessions are developed to fully address the defined tasks.

Examination of Experts for Car Dealers

Qualified employees trained to uphold the highest technical, customer service and quality standards are critical to the strength and reputation of your brand as well as the success of your company. These standards of excellence are the backbone of our DEKRA personnel certifications providing internationally recognized credentials from a respected third party. We provide objective assessment and validation of individual skills to ensure employee confidence in their ability to appropriately perform at the levels you and your customers expect.

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Incentive Audits

Comprehensive, independent incentive checklist audits help dealers to ensure the appropriate application of individual incentive programs and company strategies in order to prevent mistakes and strengthen trust throughout the international partner network. We help you to increase your quality with proper handling of sales incentives.

Privacy Information Management System

With a privacy management certification according to ISO 27701, you fulfill normative requirements and demonstrate to the outside world your efforts for improved information security and effective safeguarding of personal data.

Quality Management System

Reliable quality management based on ISO 9001 ensures high quality processes, products and services. A central feature is its risk-based approach, which identifies opportunities and risks, derives appropriate measures and evaluates their effectiveness. This ensures that the quality management system and the accompanying processes in your organization achieve the desired results.

Quality Management System Training

A successful audit requires a true understanding of the requirements set by the ISO 9001 standards. This training program includes hands-on workshops to prepare you for real-life auditing situations. You will learn to manage the audit process and complete reporting in a collaborative and engaging environment.

Standard Audits

We conduct distribution network integrity audits to help dealers realistically assess business practices and systems aiming to drive sales and provide the best possible customer service for increased profits. Strengthen your distribution and customer services network with our customized Automotive Standard Audits.

Stock Audits

Automotive stock audits provide dealerships and their financial partners with accurate accounting and status of floorplan inventory to manage lending risk, reduce the delay of reimbursement once the vehicle is sold and increase confidence in the number and current standing of actual assets.

Customer Satisfaction – caring for clients

Over 97% of customers tell others about very good or excellent customer service experiences. DEKRA supports you in your efforts to ensure customers outstanding support throughout their personal journey to both sustain and grow your business.

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Customer Experience Training and Coaching

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Digital ChaMP – Transformation Change Management Program

The biggest challenge of digitalization is not technology, but the speed at which change takes place. That's why DEKRA provides customized digitalization consulting focused on people and organization rather than technology. After a Digital Readiness Check to indicate areas of improvement, our modular Change Management Coaching will guide companies through the digital transformation process and the development and implementation of a successful digital strategy.



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Added Value – increasing profits

Customers are willing to pay more for and more likely to remain loyal to a brand able to consistently deliver high quality products and services as well as an overall positive experience. DEKRA experts can provide supplemental services to support you in all your business endeavors.

Carbon Footprint Verification

Our experts verify your greenhouse gas balance as well as your climate neutrality. You benefit from our objective approach, extensive experience and world-class expertise in this area. Our verification process allows you to demonstrate convincingly your commitment to environmental responsibility and to effectively distinguish yourself from competitors.

Cyber Security and Data Protection

With the continual increase of cybercrime and data security breaches, IT security has been thrust to the forefront of every business operating in the connected world. From penetration testing to risk assessment, our 360° services are based on a comprehensive analysis of your IT processes. We help you design and implement effective security systems, designate a qualified information security officer and use behavioral technology to optimize the cyber security strategies and systems protecting your business, Internet-of-Things (IoT) and Machine-to-Machine (M2M) networks.

Lead Management

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Sales and Aftersales Campaign Management

For dealerships and distributor networks to thrive, every stage of the customer experience must be refined, from the first visit to post-warranty service. Our sales campaigns attract new business and increase dealership traffic, while our aftersales campaigns focus on retaining customers even after their initial warranty has expired. We draw on our industry expertise and experience to design sales campaigns that tap into market trends and shifting consumer behavior without losing sight of the circumstances specific to each of our clients.

Data Protection and Data Security Training

Regulations mandating data protection standards have become more stringent and the costs of non-compliance greater than ever before. Whether your business is subject to the GDPR, other statutory requirements, or simply understands the value of effective data protection, it is a challenge to stay abreast of developments and navigate the complexities of this evolving issue. DEKRA data protection courses are designed to help you determine how international regulations affect your company and provide an opportunity to educate your team about current data protection strategies and solutions. A strong foundation in data protection enhances your resilience, protects you from data loss and strengthens your company reputation.

Energy Management System

ISO 50001 is based on the quality standard ISO 9001 and the environmental standard ISO 14001. This enables organizations to convert their existing energy and environmental management systems into a systematic energy management system. Key features include developing a company policy for the more efficient use of energy, data analysis of energy consumption in all major areas and continuous monitoring of measures.

Health, Safety and Environment (HSE) and Sustainability Solutions

Our services aim to help organizations optimize workplace health, protect the environment and foster a culture of safety and care. Our experts help you reach your safety goals with a range of tailored services including advisory, risk assessments, coaching and training or on-site support. We share tools and strategies for maintaining the optimal physical and mental health of your team, for protecting the environment, for managing data and for preventing fire and explosions. Whether compliance, education or corporate sustainability management, we are equipped to provide innovative, tailored solutions that help you reach your sustainability goals.

Inspections to Improve Sustainability Performance

Our service helps you remedy occupational health and safety (OHS) issues, mitigate brand impacts, and ensure workers, safety and environmental sustainability through e.g. specific measurements of the environmental/workplace related pollution. Our experts ensure that the equipment and processes you use are fully compliant with all necessary standards and legal requirements also regarding your OEMs standards.

IT and Cyber Security Training

Information is the greatest asset of a successful business, making information security paramount for any corporate endeavor. Our IT and cyber security training programs empower your employees to competently and confidently use information technology while reducing risk and protecting you from economic harm. DEKRA instructors provide your staff with the expertise they need to ensure strong and reliable information security strategies and systems to safeguard your business.

Mandatory and Voluntary Inspections

DEKRA experts ensure that the equipment and processes you use are fully compliant with all necessary regulatory and OEM standards as well as legal requirements, whether it concerns electrical or fire protection, ventilation installations, constructions or lifting machinery. Our services help you remedy occupational health and safety (OHS) issues, mitigate brand impacts, and ensure workers' safety.

Due to impartiality and independence requirements of regulatory authorities, services may have to be performed by different, mutually independently operating DEKRA units.

DEKRA
Handwerkstrasse 15
70565 Stuttgart
Germany
Phone +49.711.7861-0
Fax +49.711.7861-2240
info@dekra.com

www.dekra.com

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