



DEKRA

# ***EV Excellence***

## ***Customer Experience***



# DEKRA EV CUSTOMER EXPERIENCE IMPROVEMENT PROGRAM

The automotive industry is changing rapidly and perhaps none more so than the shift from traditional internal combustion engine vehicles to electric and hybrid vehicles.

This shift is creating a lot of questions and concerns for customers, and the importance of having a network of both sales and service advisors who can talk confidently about the EV product has never been more important.

However, there is still often a gap in the expectations of the customer and the ability of the sales or service advisor to meet that expectation.

This program has been developed to help dealers identify the gaps in their EV customer experience offer and provide the required support needed to close those gaps so that a dealer be confident that a customer will receive a high and consistent Electric Vehicle dealer experience.



## DEKRA Advanced Blended Coaching

Our approach to providing this support is to utilize an engaging, flexible and multi-faceted approach that we call DEKRA Advanced Blended Coaching (or DEKRA ABC).

This approach brings together both internal and external digital platforms, traditional field coaching, virtual online coaching, virtual training delivery and e-learning material where appropriate.

All these elements are flexible in their use and are designed to adapt to the needs of the particular program and the specific requirements of the client.

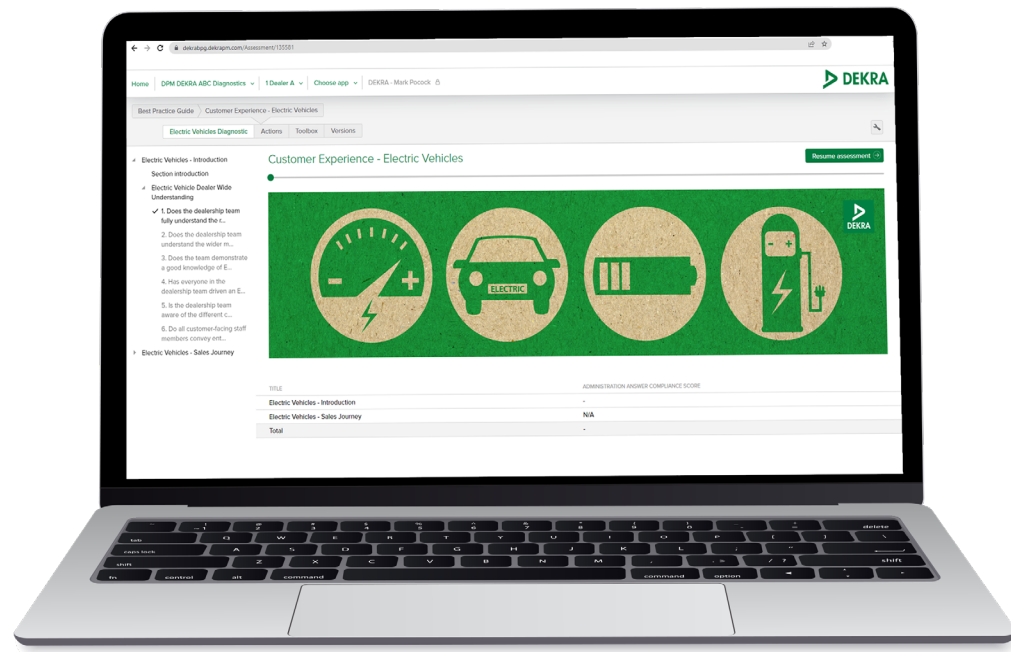


## Expertise

DEKRA only uses automotive coaching experts who are skilled in delivering high levels of support while employing a blended approach to ensure maximum engagement by:

- Understanding and working with your business.
- Using different engagement techniques and platforms.
- Identifying process and behavioural development needs.
- Identifying, and delivering clear and realistic action plans.
- Improving identified issues through the employment of proven coaching techniques.
- Continually measuring improvement of customer satisfaction scores and repeat business of EV sales and aftersales.





## A Tailored Approach

DEKRA will ensure that YOUR particular processes, ways of working and specific EV needs are applied to our EV Customer Experience Improvement program.



## Measuring Success

A detailed diagnostic analysis of each business is completed to identify the specific areas that require improvement. This analysis provides a score showing where the business is at in relation to the diagnostic as a whole.

- Progression for the business can be measured as the diagnostic elements requiring improvement have the right corrective activity put in place.
- Our blended approach creates more contact and engagement points. All of which can be easily reviewed to see the continual engagement from the business.
- Utilizing your own relevant EV Customer Experience performance measures to measure output improvements.

## What the Program will Deliver

In-depth diagnosis of the current processes and behaviours for your EV customer experience offer by our automotive coaching experts.

Creation of reporting, gap analysis and action plan to develop areas of EV customer experience improvement.

Coaching face to face, virtual coaching, virtual training and additional online EV learning support delivered by our experienced DEKRA automotive coaches and tools.

Ongoing performance improvement reviews.

Continued support with regular check-ups delivered through both face-to-face and remote engagement.

Consistent delivery expectations and standards across the network.





# RESULTS

We have successfully delivered numerous coaching projects on EV, retention, lead management, corporate sales and customer experience, with tangible and measurable results.

## Measured Output with real results for our clients:

- Customer satisfaction score improved by an average of 14%
- Dealer appointment conversion rates improved from 30% to over 50%
- Program ROI of 1:60 from directly relatable increased new car sales revenue
- Moving dealers from 9% below national average to 3% above on key lead management KPI
- 13% retention increase for finance renewals program



## The Program Journey and Approach

We know that you may have specific regional and corporate EV identities that you will need to see reflected in the program.

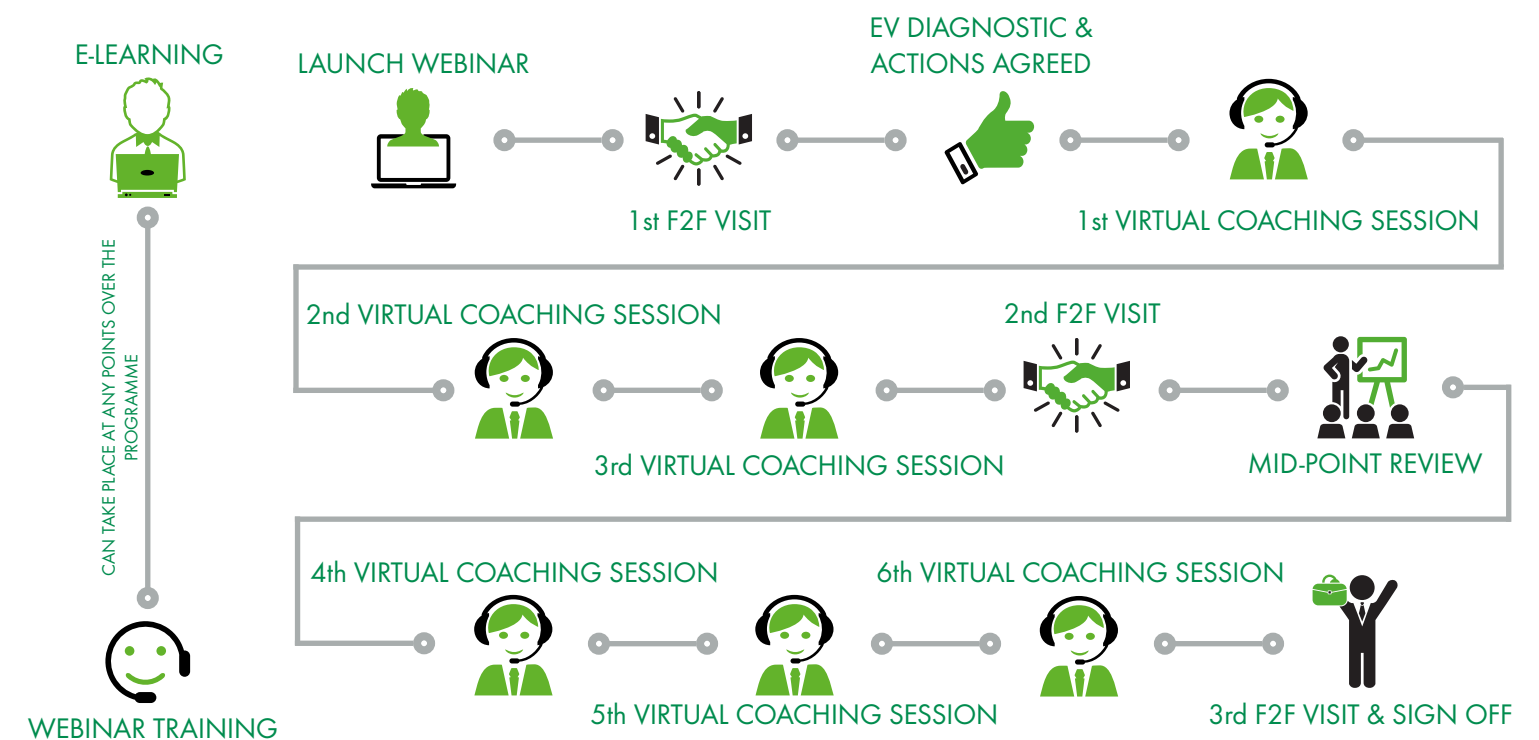
Our EV program can therefore be bespoke and badged to your specific client requirements.

Alternatively, we can choose to deploy the program with only minor adaptations and under the DERKA banner.

Our approach employs all the elements of our DEKRA ABC methodology.



## EXAMPLE DELIVERY ROLL OUT



Each element utilizes all the available tools at the coach's disposal. These include the diagnostic, action and reporting platform 'DPM', virtual meeting platforms, virtual EV training and e-learning on specific and targeted EV topics.

This means the coach can provide one to one coaching support for the management team, while also providing access to training support to help their dealer's teams in the areas that require improvement.

Although specific training pieces can be created where necessary, we have core EV training elements on topics that customer facing staff often require support with and which are ready to deploy.





### Collating and Presenting the Results

Improvements only come through application and understanding, we therefore make reporting simple to follow, understand and USE.

Our DPM tool is our reporting tool of choice, built to your KPI and reporting needs, however we can, and do, utilize client specific reporting tools where that is required.

A key benefit of our DPM tool is that it puts all the program's information in one place, with the diagnostic analysis, actions, reporting, visit activity, supporting documentation and results available and accessible to all relevant users.



## WHAT OUR CLIENTS SAY

*The overwhelming feedback from the teams and dealers is that they are very impressed with the quality of consultancy, the initial diagnostics and the structure and support DEKRA provides.*

*Fantastic & useful training yet again! Really helpful I will be applying all of this to my current practice to continually help me to develop & grow.*

*I appreciated that we got to talk about what progress we've made since the first visit. It made me realize how far we've come since starting the program.*

*Very refreshing way of having training delivered. Found it informative and would look to do more sessions this way.*

*Enjoyable and rewarding program so far. I believe Retailers really benefit from an external party coming in to analyze, assist and stress the importance of aspects of the business to them and their teams.*





**Get in touch with us today.**

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