



## CASE STUDY

# Innovative Automotive Solutions Boost Network Performance

All actors in the automotive industry are facing dramatic changes in retail affecting sales. The rise of digital platforms and social media have changed customer behaviors, requiring a shift in sales and lead generating methods for automotive distribution networks to win new customers, gain their loyalty and create retention. As a witness to this evolution, we have been engaged in developing innovative coaching solutions to respond to new trends and counteract lagging retail figures.

### Initial Situation

When a leading automobile manufacturer wanted a new approach to revitalize the **performance of its distribution network** in the UK, we were selected as the experts best positioned to provide effective, innovative solutions.

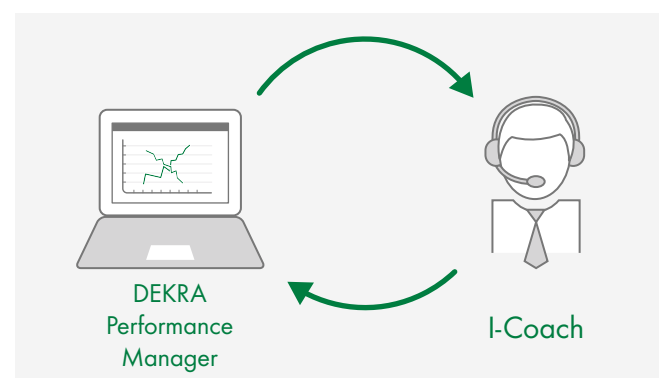
Our task was to design a program targeting lead management:

- > To increase test drive appointments originating from digital leads
- > To increase the rate of attendance at these appointments
- > To improve the speed of response by sales executives as well as an increase in the quality of this response
- > To emphasize keeping the customer in channel or refining and maintaining customer communication

The end result of these efforts and our program was to be an increase in sales.

### Our Contribution

Our experts started the 22-month project by designing the concept and objectives for the lead management program and following through accordingly. An important part of the initiative was the implementation of our coaching solutions for automotive distributors: DEKRA Performance Manager and I-Coach.



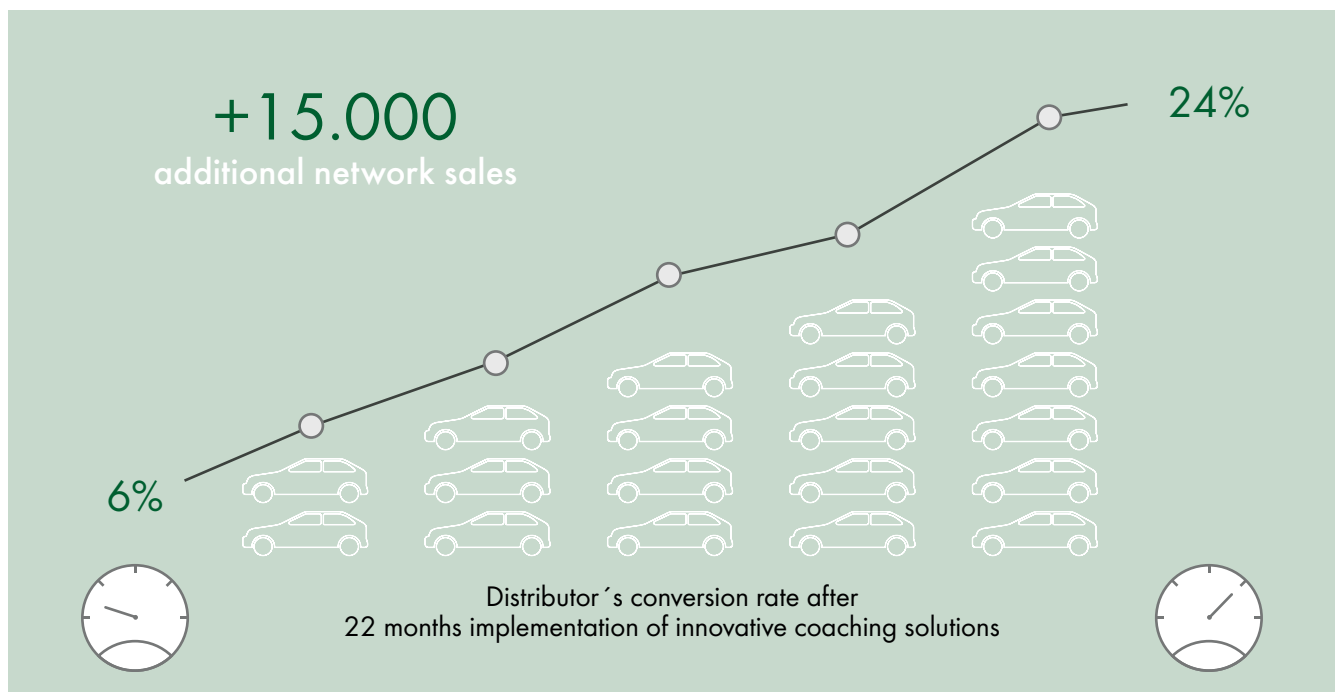
Our New DEKRA Performance Manager (DPM) is a digital platform incorporating diagnostics, action plans, KPI reporting and more in order to provide an interactive, adaptable coaching experience. The structure and accessibility of DPM allow learning, monitoring and feedback to take place continuously, without reliance on a full-time on-site coach.

I-Coach is another digital innovation which provides distance learning with interactive live training sessions that can easily be integrated into the workday. Sales teams and individuals can engage with the I-Coach and then apply what they learn immediately in real customer interactions.

### Project Results

A combination of these newly developed coaching solutions together with more traditional interventions made the difference for our client. Gains in the distributor's conversion rate tell the story of the program's success.

Conversions quadrupled over the course of the initiative, from 6 percent at the start of the program, to 24 percent by the end. This translates to 15,000 additional network sales.



### DEKRA Business Consulting

For companies in the automotive sector committed to improving sales performance and customer satisfaction, DEKRA Business Consulting combines industry expertise and experience with innovation and adaptability. Our approach meets the challenges of an evolving market and a dynamic consumer landscape. Looking back on over twenty years of successful collaboration with the auto industry, we share our knowledge and engage fully with innovations and technologies that are shaping the future. Our vision empowers our partners to transform, adapt and thrive.

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