



DEKRA

Aftersales

Customer Experience

Program



DEKRA AFTERSALES CUSTOMER EXPERIENCE IMPROVEMENT PROGRAM

Your aftersales business provides you with ongoing customer revenue both in terms of servicing work, but also in terms of sales renewals.

However, this can only be achieved if the customer is happy with their experience and do not decide to go somewhere else. Their decision to remain with your brand and dealership is often made on the basis of the perceived quality of the aftersales experience they received.

As the face of the dealership and brand, the Service Advisor plays a very important part in the customer's experience, but if any part of the aftersales operation is not working as well as it should, then this will often have a direct impact on the customers experience.

Ensuring that every element of the aftersales business is working as efficiently as possible will not only create the right environment for delivering a great customer experience but will also ensure that your team are maximizing your profit and margin.

This program has been developed to help dealers identify the gaps in their aftersales customer experience offer and provide the required support needed to close those gaps so they can be confident that a customer will receive a high and consistent aftersales 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 coaching 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 in relation to the aftersales customer journey.
- Identifying, and delivering clear and realistic action plans.
- Improving identified issues through the employment of proven coaching techniques.
- Continually measuring improvement of areas such as aftersales customer satisfaction scores and increased service to sales opportunities.





A Tailored Approach

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



Measuring Success

- A detailed diagnostic analysis of each aftersales business is completed to identify the specific areas that require improvement. This analysis provides a score showing where the aftersales business is at in relation to the total diagnostic score.
- Progression for the aftersales business can be easily measured as the diagnostic elements requiring improvement are updated when the right corrective activity has been put in place.
- Our blended approach creates more contact and coaching engagement points. All of which can be easily reviewed and measured to see the continual support provided by the aftersales program.
- Utilizing your own relevant aftersales customer experience performance measures to measure output improvements.

What the Program will Deliver

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

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

Coaching face to face, virtual coaching, virtual training and additional online aftersales customer experience 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 network.



RESULTS

We have successfully delivered numerous customer experience improvement coaching programs on aftersales, Service to Sales, EV, retention, lead management and corporate sales, with tangible and measurable results.

Measured Output with real results for our clients:

- Aftersales Customer satisfaction score improved by an average of 14% points
- 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 aftersales identities that you will need to see reflected in the program.

Our Aftersales Customer Experience Improvement Program can therefore be bespoke and badged to your specific client requirements.

Alternatively, you can choose to deploy the program with only minor adaptations and/or under the DEKRA banner.

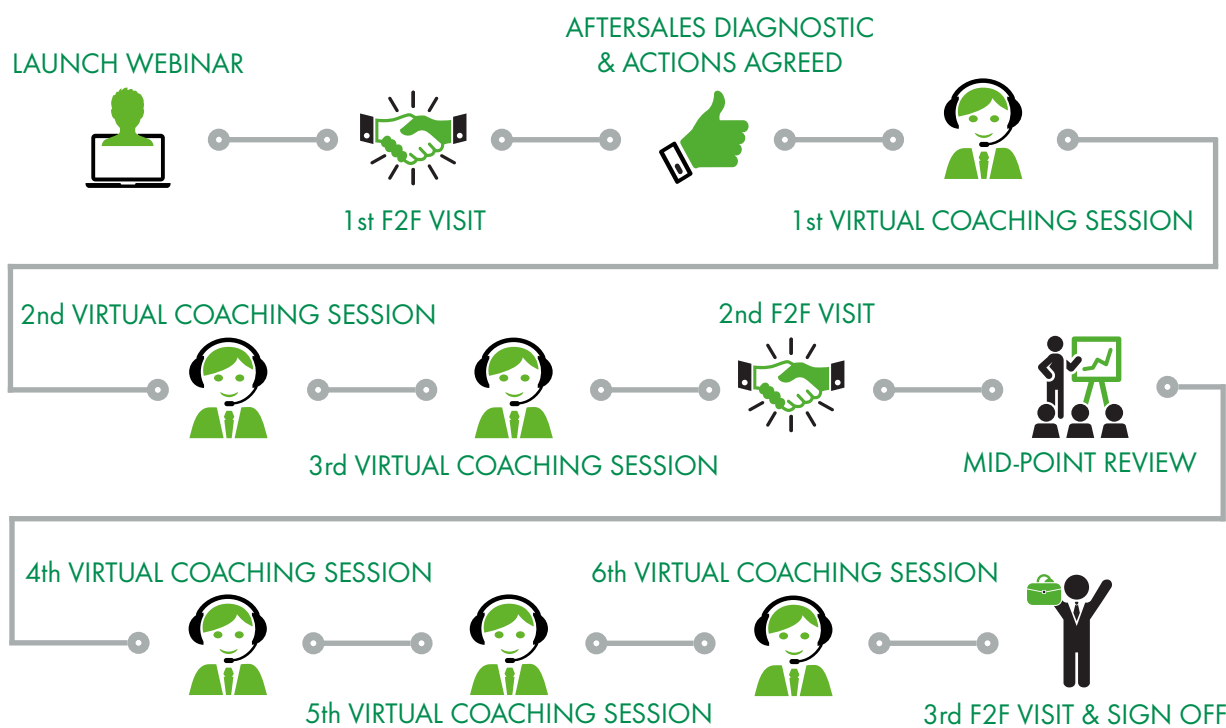
Our approach employs all the elements of our DEKRA ABC methodology.

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 aftersales training and e-learning on specific and targeted aftersales customer experience improvement topics.

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

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 aftersales team in the areas that require improvement.



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. **The result has been an average uplift of 14% in our aftersales customer satisfaction score.** //

// I think it has given everyone a real insight into the importance of understanding the customers perspective of our business and how our aftersales customers view us. //

// Personally, I found the program very supportive and the suggestions the coach made really have made a difference. //

// The program's been great, as it re-focused us on small areas of the aftersales business that needed attention. We really embrace anything that can help improve our business and have turned a huge corner in relation to our customer satisfaction scores while also putting some fantastic processes in place. //

// It was very beneficial to the aftersales team to have an outside perspective – the support we received from our coach was superb and even though only minor adjustments were needed, we have seen such an improvement with our processes and within the team.

More importantly the customer experience has advanced as reflected in our January and February customer satisfaction scores. //

// The whole process has been fantastic; **it's been a real eye opener & confidence builder for me and the aftersales team.** //





Get in touch with us today.

 www.dekra.com/en/business-consulting/

 contactbizconteam@dekra.com