



DEKRA
audit
services

DEKRA AUDIT SERVICES

Since its creation over 90 years ago DEKRA has built an enviable reputation as Europe's premier testing, inspection and certification experts.

That expertise has been carried over into its Training and Consulting areas where Audit plays a key role in the monitoring and development of OEM's and their Dealers leading to increased Customer Satisfaction and Profitability.



Areas of Expertise in Audit

DEKRA excel in many areas helping to strengthen your automotive brand with experts in;

- Understanding and working in Automotive Brand Performance
- Warranty
- Dealer Standards – Customer Touchpoints, Mystery Shopper
- Incentives
- Campaign Reconciliations in Sales and Aftersales
- Aftersales Capacity and Performance
- EV Installations and Infrastructure
- Sustainability – Carbon neutrality

A Tailored Approach

DEKRA recognises that “one size does not fit all” so we take a tailored approach to your business needs.

Our success is measurable with:

- Documentation and analysis of quantifiable on-site data
- An effective tool to evaluate and compare services and performance among your partners
- Important information your staff needs to succeed in excellent customer service
- A strengthened brand, added value and a competitive advantage in the market

DEKRA AUTOMOTIVE BRAND AUDITS

With increasing Product Quality matched with greater Customer Satisfaction Warranty and the best possible Aftersales, service has never been more important.

However OEM's still experience issues with their Network and some Third Parties when it comes to claims, values and quality of repair.

DEKRA can ensure full compliance and reduce overall costs to OEM's.

Expertise in Automotive Brand Audits

DEKRA experts can help review, suggest and monitor improvements with clear action plans in;

- Facility and People Assessments including Technical abilities
- Sales and Aftersales Customer Processes and Interactions
- Training Needs
- Financial Stability
- Overall Compliance with Dealer Standards and Legal requirements
- Customer Satisfaction Improvements

A Tailored Approach

DEKRA will ensure that YOUR Standards and Needs are applied to our Brand Audit.

Our success is measurable with:

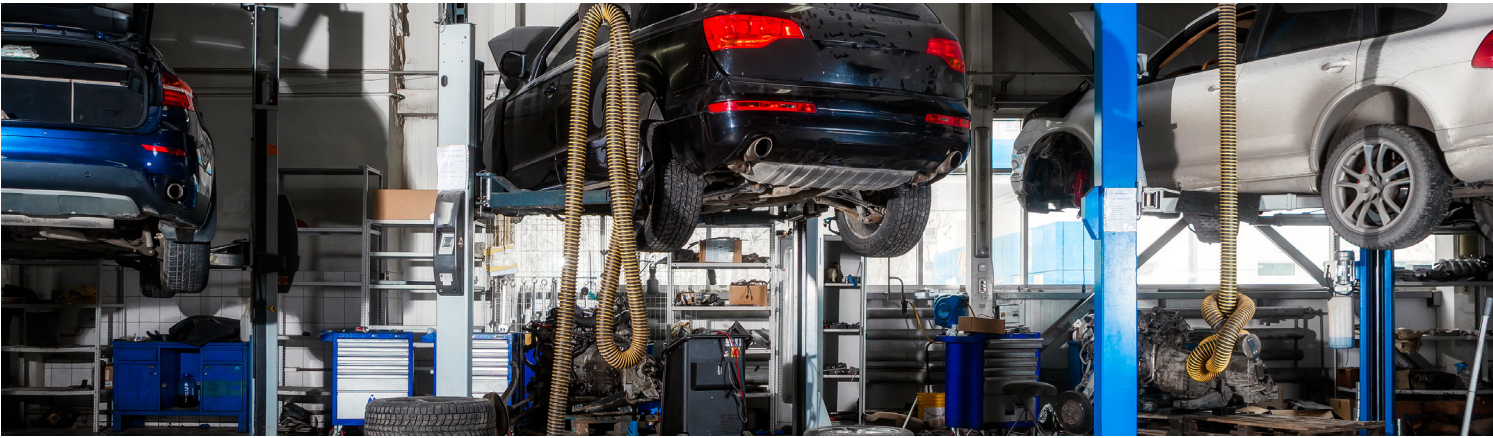
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DEKRA WARRANTY AUDITS

There has never been a more challenging time for OEM's and their Dealer Network.

Maximising Sales and Aftersales along with ever increasing Customer Satisfaction needs puts pressure on ever reducing budgets and increasing costs. DEKRA can help ensure these key objectives are met.



Expertise in Warranty Audits

DEKRA experts have saved OEM's significant sums whilst making improvements in systems and processes leading to increased Customer Satisfaction by;

- Detailed Audit of Claims against Dealer and OEM records
- Preparing and Monitoring Performance Improvement Plans
- Liaising in the preparation of Clawback Claims
- Monitoring Impact on Customer Satisfaction and OEM measurements
- Ensuring Legal Compliance for Dealers and Third Party Repairers

A Tailored Approach

DEKRA will ensure that YOUR Standards and Needs are applied to our Warranty Audit.

Our success is measurable with:

- Proven Savings for our Business Partners
- Detection of non-appropriate Warranty allocations
- Improved Systems and Process at Dealers
- Enhanced Customer Satisfaction and Customer Loyalty

DEKRA MYSTERY SHOPPER AUDITS

In today's market the Customer expects the highest level of service in both Sales and Aftersales in the Dealer Network.

Mystery Shoppers have historically focussed on the face to face meet and greet aspect DEKRA has taken this a step forward and now Mystery Shops the entire experience including the digital customer experience. This unique approach enhances Customer Satisfaction and Repeat Business.



Expertise in Mystery Shopper Audits

DEKRA approach each business in a structured way.

Our approach is to experience the real life experience of your Customers from initial contact, be that by telephone or digital means through to the face to face experience.

Our critical analysis can create a Customer Experience Improvement Plan aimed at growing Customer Satisfaction and repeat Sales and Aftersales purchases. Linked to our Retail / Fleet and Aftersales Excellence Programmes these offer the OEM a competitive edge in today's market.

A Tailored Approach

Our success is measurable with:

- Measurement of customer service performance and quality standards
- Gain insight into employee performance, customer experience and satisfaction, and overall brand perception from a customer perspective
- Successfully engage new customers and ensure customer loyalty
- Information on the big picture as well as regional, store, or employee specific details to help you positively impact results
- Identify processes or practices that are complicated or difficult for the customer to understand and determine whether followed standards are important to the customer
- Facility rating from an objective customer perspective and support in identifying any need for employee training

DEKRA INCENTIVE AUDITS

In a highly competitive market, Dealer Incentive Payments play a major role in securing Repeat Business and entering the Fleet market.

Targeted payments to secure large fleet deals are being made but are they being correctly applied? Incentives however can be a major cost to OEM's without being carefully managed and assessed for success.

Expertise in Incentive Audits

DEKRA has developed a methodology for ensuring the maximum impact of these payments.

Our audit approach ensures your Corporate Policies are adhered to as well as compliance with the Campaign Strategy for all business channels.

Our focus is clearly on compliance and application of funds to the right client.

A Tailored Approach

DEKRA will ensure that YOUR Standards and Needs are applied to our Incentive Audit.

Our success is measurable with:

- Proven Savings for our Business Partners
- Clear Audit Documentation and Findings reporting
- Higher Customer Retention and Satisfaction



DEKRA AFTER SALES EXCELLENCE

Aftersales Capacity Utilisation and Efficiency is key to Profit Generation. Customer Expectations have never been higher for 'Right First Time' and 'When I Want It' service.

Service performance also assists in Repeat Purchase not just for Service and Parts but done well can and does generate New Car sales.

However the majority of Dealers fail to capitalise on this or realise the impact of lost and ineffective time and resource management.

Expertise in Aftersales Excellence

DEKRA has developed a proven methodology for:

- Calculating Lost Service and Parts Opportunity and Profits
- Improving Profitability with Clear Deliverable Action Plans
- Improving Inbound and Outbound Customer Contacts
- Improving upselling of Identified issues at Service or Repair
- Identifying Service & Technician Training and Development Needs
- Creating a Measurable and Positive Customer Experience improving Customer Satisfaction and Repeat Business for Sales and Aftersales

A Tailored Approach

DEKRA will ensure that YOUR Standards and Needs are applied to our Aftersales Excellence Programme.

Our success is measurable with:

- A detailed analysis of Aftersales is undertaken with recommendations for improvement
- Use of a bespoke to you Dealer Performance Manager system
- A Blended Coaching method using On-Site and Remote methods reducing the Cost to you to promote and win new business
- Active Creation and Monitoring of Performance Improvement Plans
- Measured Performance Improvement and Review



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Get in touch with us today.



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