



Client success story: eValue Strategic Organisational Survey

Program Type: Consulting & Professional Services

Industry: Motor

Participants: 1000 - 10 000

# DOING WHAT IT TAKES TO DELIVER WORLD-CLASS SERVICE

A leading motor vehicle manufacturer needed a simple, effective way to measure dealer satisfaction across its Southern African dealership network. Profits depended on delivering world-class service. Our eValue® Strategic Organisational Survey helped them deliver.

## The challenge

The client needed a survey mechanism that was simple and user-friendly enough to promote dealer participation, yet detailed enough to yield specific, actionable information on dealer needs and concerns.



## The solution

Achievement Awards Group developed a customised eValue® survey to measure dealer satisfaction and provide a framework for ongoing dealer communications.

- Our consulting and research team worked with the client to define key performance areas including:
  - Product support
  - Vehicle ordering and supply
  - Service, parts and accessories
  - Financial services
- Developed a 60-point questionnaire presented in 2 primary languages
- Pre-identified 1 000 individual respondents including dealer principals and divisional managers (Sales, Parts and Accessories, Service and Finance)
- Developed a table of demographic filters to analyse and compare results in several areas including:
  - Country
  - Region
  - Dealership names and sizes
  - Respondent designations

## → RESULTS

- 75% response rate to ongoing surveys -well above the 10 - 25% industry norm
- Real time survey results and mutli-perspective reporting have accelerated the client's response time to dealer needs
- As a direct result of various interventions arising from survey results, the client has shown headline improvements year-on-year
- Trend analysis reports are used to drive continuous improvement
- eValue® has been adopted as a standard measurement tool across the clients' other international dealership networks

We specialise in end-to-end engagement solutions using a holistic approach that connects employees, sales and channel partners, and customers.

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