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.

Our involvement
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
- The eValue© Strategic Organisational Survey generates an average of 75% response rate each year – well above the 10 - 25% industry norm
- Real time survey results and multi-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

Vital statistics
Product category:
eValue© Strategic Organisational Survey
Number of participants:
1 000 - 10 000

The Science and Art of Business and People Performance
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