



Success through valuable fast feedback

A major vehicle manufacturer depended heavily on detailed feedback from retailers as a performance barometer. Traditional manual surveys involved a laborious process and high costs – and feedback could only be processed months later; too late to rectify urgent problems.

The challenge

Achievement Awards Group was tasked to find a way of collecting feedback that was faster and more detailed, but far less costly. Data needed to be processed quickly and accurately at affordable rates.

Our involvement

Achievement Awards Group used eValue®, an online strategic survey tool that combines a needs and performance analysis with real-time reporting, multiple data views and detailed drill-down.

It was the perfect tool to:

- Measure dealer perceptions in detail,
- Track progress in meeting operational objectives,
- Identify areas needing urgent intervention,
- Create a continuous input / feedback loop with dealers,
- Reduce costs and speed up the research process.

Results

- Results were viewed online, from multiple perspectives and at various levels of detail.
- **512** dealers were surveyed over a two-week period.
- **61%** response rate was achieved – well above the industry norm of 10% - 25%.
- **95%** confidence in the accuracy of sample representation.
- Immediate and specific survey results allowed for speedy, cost-effective improvements.

Vital statistics

Product category:
eValue® Strategic
Organisational Survey



Number of participants:
100 - 1 000

The Science and Art of Business and People Performance

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