

Client case study: eValue Strategic Organisational Survey

Program Type: Consulting & Professional Services

Industry: Motor

Participants: 1000 - 10 000

DRIVING COMPLIANCE THROUGH THE CHANNEL

A leading motor vehicle manufacturer needed to improve dealership compliance with its strict code of standards. The solution was an online strategic survey tool that would promote awareness, measure results and monitor performance on an ongoing basis.

The challenge

With a leading international brand reputation to uphold, the client required dealership channel partners to conform to a comprehensive charter of standards. The challenge was how to drive and maintain compliance in more than 1 000 dealerships nationwide.



The solution

Achievement Awards Group developed a customised eValue® survey as the foundation of a simple, sustainable solution.

- With client input, we customised an eValue® survey template to reflect specific industry language, dealership information and detailed explanations of standards relating to:
 - Leadership
 - Management
 - Training
 - Facilities
 - Environment
 - Operational areas: sales, service, parts and accessories
 - Legislative requirements.
- Developed a 60-point questionnaire incorporating clear, precise explanations of each standard and the actions required to satisfy compliance
- Participants received **AwardPoints®** (program reward currency) for completing product training
- Designed a simple scoring mechanism against predefined targets
- Analysed initial survey results and implemented corrective actions
- Quarterly assessments measure and monitor ongoing adherence to standards.

→ RESULTS

- 98% average response rate
- Instant online results significantly accelerated the response time for data capture and analysis, resulting in faster action planning and improvements
- Survey insights helped shape national benchmarks for dealership standards and performance

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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