



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