

## Case study

### 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.

#### Our involvement

We 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 dealership information and detailed explanations of standards relating to:
  - Leadership
  - Management
  - Training
  - Facilities
  - Environment
  - Operational areas: sales, service, parts, accessories
  - Legislative requirements
- Developed a 60-point questionnaire incorporating explanations of each standard and the actions required to satisfy compliance
- Designed a simple scoring mechanism against predefined targets
- Analysed initial survey results and implemented corrective actions

eValue® Dealer Satisfaction Survey  
**Motor Industry**

#### Results

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



#### Vital statistics

**Number of participants:**  
 1 000 - 10 000

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