

A photograph of a young Black man in a dark blue suit, light blue shirt, and dark tie, smiling broadly. He is positioned on the left side of the page, with his right arm slightly extended. The background is a blurred office setting.

Case study

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® Strategy Survey helped them measure perceptions, and realise results.

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

We 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

eValue® Dealer Satisfaction Survey
Motor Industry

Results

- The eValue® Strategy 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 was adopted as a standard measurement tool across the client's other international dealership networks.



Vital statistics

Number of participants:
1 000 - 10 000

14 Stibitz Street, Westlake, 7945,
Cape Town, South Africa
T +27 21 700 5203
www.evalueinsights.com