



Case Study Automotive

Skoda is passionate about their customers' brand experience, so when they needed to improve this vital area of their business and strengthen their competitive edge, they engaged BI WORLDWIDE to create a new communication and motivation strategy.

Challenge

Improve customers' brand experience and align staff behaviours across Skoda's retailer network.

Solution

BI WORLDWIDE developed Engage, a creative online communication portal that perfectly mirrored the Skoda brand through product information, brand heritage, corporate strategy, incentives and motivational messages. Employees had seamless access to role specific information, allowing us to run interactive incentives tailored to specific job functions, from Retailer Principals to valeting personnel. Compelling print communication supported the online strategy, encouraging individuals to maximise their portal use.



Results

Despite the overall UK market being down, the portal contributed to an increased growth in sales and market share of over 1% for Skoda. The programme saw an average participation rate of 70% throughout the year across all roles, with a 200% increase in traffic during incentives.



“ This was a brand new concept to the Skoda UK retailers, which has been embraced with enthusiasm by the network and has demonstrated real success and grown our sales. ”

Retailer Support Manager