



Case Study Automotive

A manufacturer of premium, luxury cars wanted to improve the performance of dealers in Aftersales, globally, with a view to increasing revenues and heightening customer loyalty for secondary purchases and vehicle renewals.

Challenge

BI WORLDWIDE was tasked to incentivise the sales of accessories and parts and provide detailed KPI reporting per dealer all in a simple, stylish portal across multiple languages and currencies.

Solution

A global performance portal was designed that is now the central location for all the manufacturer's Aftersales programmes, incentives, reporting and knowledge testing.

The performance portal allows dealers to see daily dealership accessories and parts data, a full reporting suite, and individual/dealer performance against target.

In addition to the service, BI WORLDWIDE manage a full contact centre support service for emails, phone and web enquiries.

Results

Following launch, our client was pleased to report hundreds of web hits every week from dealers across the globe.

The system delivers real time updates to reports on dealer performance, focusing on high level, and drilling down to employee level, cumulatively, by region.

Our client reports ongoing improvement in sales and customer engagement.

