



Case Study Automotive

When Nissan Motor (GB) Ltd needed a reward and recognition programme to effectively motivate their dealer network, they engaged BI WORLDWIDE for a robust yet creative solution.

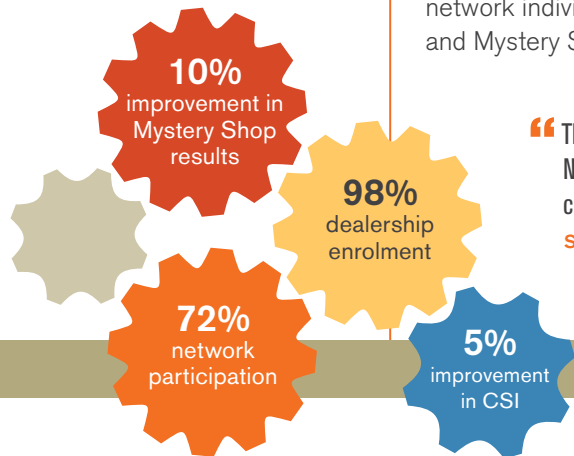
Challenge

Improve customer satisfaction, brand awareness, teamwork and product knowledge for Nissan's dealerships nationally.

Solution

BI WORLDWIDE created SHIFT_excellence—a reward and recognition programme focused on customer service, and brand and product knowledge. To drive competition, sales and aftersales teams were created to compete against other dealerships and measured on their CSI (Customer Satisfaction Index) and Mystery Shop performance. To reward individuals achieving a 100% Mystery Shop score, an additional prize draw incentive was introduced for the chance to attend a 'wow' event and earn recognition across the network.

Results



Take up on the programme was very successful with 98% of dealerships enrolled and 72% of network individuals participating. Nissan enjoyed a 5% and 10% improvement in CSI scores and Mystery Shop results respectively.

“The SHIFT_excellence programme has been a valuable tool in Nissan’s continual quest to increase the quality of the customer experience to the highest possible levels.”

SHIFT_excellence Project Manager, Nissan Motor (GB)

