



Customer Satisfaction

Improve Customer Satisfaction and Showroom Activity Management



The Challenge

Improve the levels of sales customer satisfaction and the effectiveness of showroom activity and then maintain the improvement on an ongoing basis.

What our client says about us

“The e4V2 sales program has enabled us to fully realise our sales team’s potential and has been a major factor in the significant improvements in both our Sales and Customer Satisfaction performance” Chris Rider, general sales manager, cooperative Renault Derby

The Solution

- The approach used by the RNC team was to:
 - Re-engineering of the sales process to maximise the recording of customer enquiries and subsequent conversion
 - Emphasis on ensuring that every handover exceeds the customer’s expectations
 - Thorough documentation of the new sales process to ensure sustainability following completion of the program
- The aim was to increase customer satisfaction and improve the prospecting and customer follow up process aided by better use of eGoodManners
- Working with the invaluable support of the general sales manager, the full sales process was reviewed and changes made to the appearance of the showroom and site. The team were trained in the new sales processes and related skills (e.g. product presentation and demo drive) and given clear guidance on the approach to prospecting and customer follow up
- Specific attention was paid to handover with the GSM deciding to appoint a handover specialist to ensure that the customer experience is always of the highest standard and supported by facilities such as a covered handover area
- Progress was measured during and after the program via a range of KPI’s which ensured that positive progress was being achieved towards the agreed targets
- To ensure sustainability, the sales process was fully documented to enable new joiners to be fully trained

The Results

- ✓ **The Results based on 6 months since program completion:**
 - ✓ **Overall Customer Satisfaction up from 72% to 85%**
 - ✓ **Recommend up from 75% to 95%**
 - ✓ **Email data capture up from 32% to 63%**
 - ✓ **Mobile data capture up from 60% to 80%**
 - ✓ **Daily enquiry rate per Sales Executive up from 1 to 2.3**

Key Success

- **Overall Customer Satisfaction improved from 72% to 85%**
- **Daily enquiry rate per Sales Executive from 1 to 2.3**