



## Automotive Brand Performance Audits

Getting results



On the safe side.

# Increasing brand performance through a strong network

## Evaluation of services, strategies and systems for optimal performance

The automotive industry faces unprecedented challenges in keeping up with rapidly evolving technologies, meeting regulatory standards, managing complex supply chains, competing in global markets and providing excellent customer service. Manufacturers, dealers, suppliers and service providers alike rely on effective strategies, robust structural systems and coordinated communication tools throughout the international automotive value chain to ensure strong brand performance and increase competitive power.

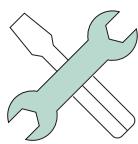
Companies doing business in the automotive industry recognize the critical importance of performance when building and maintaining a recognized and respected brand. Manufacturers must ensure that standards are upheld in every circumstance to support outstanding customer care based on effective incentives and communication tactics, quality frontline services and the reliable execution of aftersales strategies and practices. Information gathered from real-life customer experiences throughout the brand distribution network provides invaluable insight into customer expectations and actual performance levels.

Assessment of your strategies, systems and services supports your efforts to identify areas in need of improvement and develop solutions to strengthen every link in your value chain. DEKRA provides the automotive industry comprehensive auditing services specifically designed to increase performance for a stronger brand and higher profits. Our qualified and accredited auditors are ready to serve you from a single source at any time, anywhere in the world to help you enhance your brand and boost customer satisfaction for your business success.

## Our Automotive Brand Performance Audits



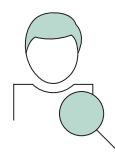
Standard Audits



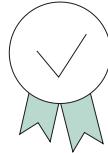
Workshop Audits



Warranty Audits



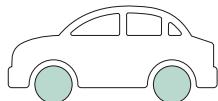
Mystery Shopping Audits



Incentive Audits



Mystery Audits



Stock Audits



Retailer Staff Evaluation

# Our brand performance audits for your business success

## Standard Audits

Effective strategies and processes throughout your value chain demonstrate your commitment to providing the best service to your customers. DEKRA automotive distribution integrity audits help to underscore the quality of your brand and services among your distribution network while improving overall operational efficiency. [Learn more about our standard audits!](#)



## Incentive Audits

A comprehensive sales strategy includes effective promotional campaigns geared to boost customer interest and drive sales. DEKRA incentive audits are tailored to analyze the appropriate incentive application and results within your network to help you ensure optimal brand performance. [Learn more about our incentive audits!](#)



## Mystery Shopping Audits

Automotive mystery shopping is an effective tool used to independently evaluate the overall performance of frontline employees so you can both engage new customers and strengthen loyalty to your brand. DEKRA undercover shopping provides you invaluable insight into your service from a customer perspective and helps you ensure your standards are upheld in every circumstance. [Learn more about our mystery shopping audits!](#)



## Mystery Audits

An independent mystery audit evaluates information gathered from actual customer experiences to realistically assess the services you offer and the performance of your frontline personnel. DEKRA automotive mystery audits analyze customer interaction and brand perception to help you ensure both your quality standards as well as customer expectations are met in every instance. [Learn more about our mystery audits!](#)



## Stock Audits

Having a clear tally and status listing of owned or financially subsidized vehicle assets held in dealerships and storage units is key to running a successful business. DEKRA automotive stock audits provide you the information you need to properly calculate, better manage and strategically leverage the value of your automotive inventory. [Learn more about our stock audits!](#)





#### **Warranty Audits**

The ability of network partners to deliver quality warranty services as part of your continuing care strategy demonstrates the strength of your system and commitment to your customers. DEKRA automotive warranty audits help you ensure excellent aftersales services designed to enhance your brand and boost customer satisfaction. [Learn more about our warranty audits!](#)



#### **Workshop Audits**

Excellent customer service throughout your distribution network is an essential part of any successful business strategy. DEKRA automotive workshop audits confirm your company standards are consistently being met to help you fortify brand performance and ensure a quality customer experience every time.



#### **Retailer Staff Evaluation**

Knowing the qualifications and abilities of each employee affords you the opportunity to build effective and successful teams. Independent DEKRA assessment of your frontline retail and customer service staff provides you the confidence to ensure the quality of your brand and outpace your competitors. [Learn more about our retailer staff evaluation!](#)

## **DEKRA - Expertise without borders**

**Your global partner for testing and certification services**

Since our founding over 90 years ago, DEKRA has been providing services to ensure high performance standards. With passion, expertise and 45,000 employees worldwide, we think ahead to address the unique circumstances challenging the automotive industry. We conduct

comprehensive audits designed to strengthen complex automotive distribution networks. Our services aim to increase brand performance and boost customer satisfaction so you can succeed in today's competitive markets.

**What are your goals? Together we will find the right solution for your needs. Contact us!**

#### **DEKRA Audit**

Mail      [audit@dekra.com](mailto:audit@dekra.com)  
Web      [www.dekra.com/audit](http://www.dekra.com/audit)