CUSTOMIZED, INNOVATIVE CONSULTING SOLUTIONS
Combining Physical and Digital Coaching

Shifts in consumer behavior and new market challenges mean Original Equipment Manufacturers (OEM) and dealer groups must adapt in order to compete. Our strategy for success unites the expertise of our field coaches with digital platforms and innovative IT applications designed to maximize ROI. The precise proportion of each element depends on our consultants’ diagnoses and varies from network to network, retailer to retailer and person to person. We help our clients keep customer needs—time, budget, goals—front and center. None of our solutions is “off the shelf”—each program is tailored to eliminate excess and guarantee results.

An effective coaching program
- A customized agile approach
- Integrated digital formats
- Innovative & highly specialized tools

Enhanced learning content retention
- Visualizing & storytelling
- Digestible & manageable learning nuggets
- Immediate link between questions & KPI

Higher level of engagement
- Integration of animated media
- Blended learning techniques
- Active involvement of the coachee

We supplement on-site coaching conducted by a DEKRA automotive industry expert with digital modules, such as group training, 1:1 remote coaching, real time digital action planning, self-study and self-assessments. We monitor and adjust as required, since individuals progress at different rates. Transparency, accountability and adaptability throughout the coaching experience are our priorities.

DEKRA Advanced Blended Coaching Solutions

A market driven by advances in technology calls for speed, dynamism and digitalization. In response, we have developed a new approach: DEKRA Advanced Blended Coaching (ABC).

ABC solutions encompass a variety of methods applied individually to meet the needs of each participant. This agile approach to program design ensures that high performers remain engaged while those requiring more support to reach their goals receive it. Figure 1 illustrates this customization: the high performers only need a few Field Coaching (FC) and Group Training (GT) sessions to achieve their targets, while the participant struggling to meet his objectives needs more of both methodologies. Coachee self-assessments (CSA), Coachee self-study (CSS) and I-Coaching (IC) are integrated into both programs.

High Performer
Accomplishing all actions and achieving target KPIs

Low Performer
Struggling to meet actions and/or KPIs

We put the benefits of technological advancements to work for our clients, using data analysis to understand each individual customer’s needs. Every distribution network requires its own distinct blend of sales optimization techniques, and our consultants are equipped with the tools and concepts to design thoroughly customized programs. Targeted interventions mean resources are allocated wisely, where they are needed most, reducing waste and ensuring the desired Return on Investment (ROI).

Figure 1: Sample Program Course

DEKRA’s Performance Manager (DPM) is a collaborative digital platform designed to track data and results transparently, so that the whole team can view progress and make adjustments. The platform is fully customizable and fosters interaction among consultants, coaches, auditors, manufacturers and dealerships. Users can enter action plans and agreed KPIs for easy monitoring and accessibility.

**What Is DPM?**

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**Best Practices**

DPM allows users to share best practices organized around themes and to embed relevant explanations, videos, presentations and other media for a more dynamic experience. Best practices can easily be added to reach a wider audience if they are introduced in coaching sessions, small group training or other venues.

**Toolbox**

The DPM toolbox is where information and materials including best practices are stored and organized around specific themes or issues e.g. lead management and handling complaints. The result is an individualized and easily accessible collection of tools to enhance sales performance.

**Periodic KPI tracking**

Results on different levels

**Dynamic dashboard**

Individual and consolidated KPI reporting

**Regular Data analysis**

Update and follow-up

**Dealer diagnostic**

Initial and continuous diagnostic

**Action plans**

Individual action plan, task setting and monitoring

**Toolbox**

Sharing best practices, tutorials, videos, and infographics
Your Benefits

For companies in the automotive sector committed to improving sales performance and customer satisfaction, DEKRA Business Consulting combines industry expertise and experience with innovation and adaptability. With more than 600 specialists in 30 countries and over 170 national and international programs managed annually, we meet the challenges of an evolving market and a dynamic consumer landscape. Looking back on over twenty years of successful collaboration with the auto industry, we share our knowledge and engage fully with innovations and technologies that are shaping the future.

Why DEKRA?

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