



DIGITAL CHAMP –
Change Management & Digitalization
in the Automotive Industry



Successfully Mastering Digital Change

All those involved in the automotive industry, whether manufacturers, car dealerships or workshops, are experiencing exciting times. In automotive retail, especially, changes in buying behavior have become obvious. Car buyers shop increasingly online and place high demands on the shopping experience. This new challenge is visible in retail sales figures, and the solution is obvious: companies have to change and digitize their business models and processes accordingly. The core challenges of digitalization are the same for companies industry-wide. Both the vehicles themselves as well as administration and communication are constantly evolving and creating new challenges. DEKRA supports companies throughout this transition, supervising the process in all its phases and supporting management with tailor-made coaching services that aid in the development and implementation of a successful strategy.

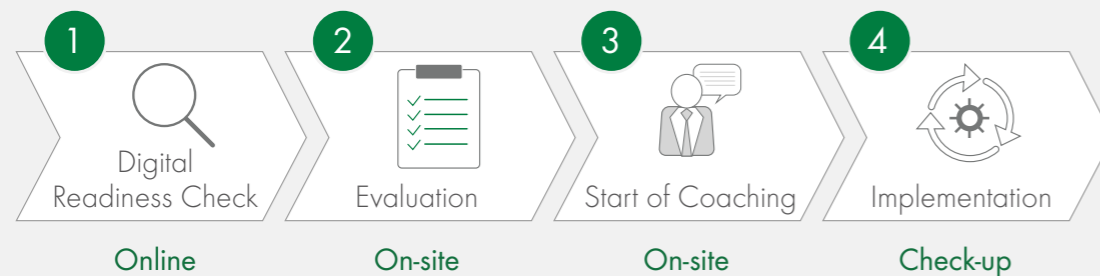
It's the Captain Who Counts

Management plays a key role in achieving success whenever an organization faces change. The most important task of leadership in these scenarios is to motivate those involved by giving meaning and orientation to the process. Since change rarely takes place without resistance, management must also be able to cope with crises, conflicts and opposition.

Change Management Toolbox

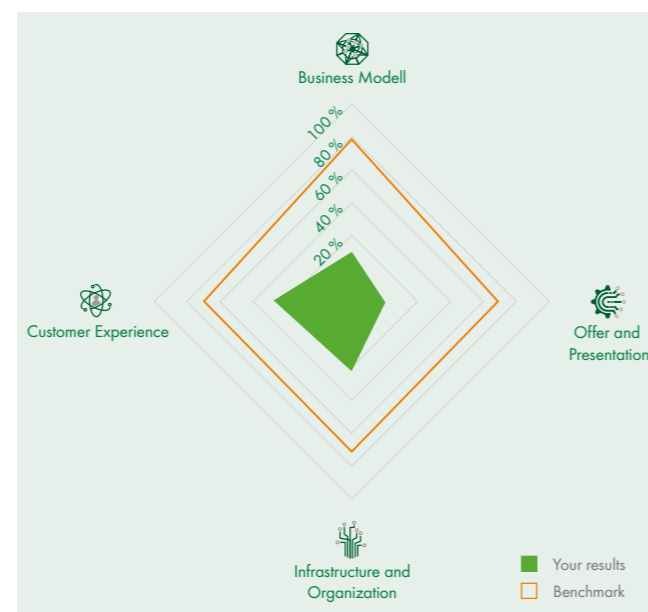
Drawing on extensive experience with car dealerships, retailers and at the point of sale, our experts have developed a "Change Management Toolbox" to assist companies in the automotive industry with digital transformation. It is intended to support leaders in transitioning to a structured, rigorous change management process while taking into account the company's individual framework conditions.

OUR COACHING PROCESS



Digital Readiness Check

DEKRA has developed an online self-assessment tool to help car dealers and retailers determine quickly and easily how prepared they are for digital change. In addition, this Digital Readiness Check indicates areas of improvement where organizations can increase their digital maturity level, in order to fully exploit all the opportunities available. The self-assessment can be completed free of charge as the first step in the coaching process. Test your digital readiness now at www.dekra.com/digital-readiness



Staying the Course

Only two out of ten changes initiated by business or industrial organizations are successful according to a Mutaree study commissioned by the Handelsblatt Online¹. Three quarters of the respondents see the managing director or executive board as responsible if a change fails. By way of comparison, just under one in ten blames the employee representatives for failure, and just under one in five, the employees.

Digitalization's primary challenge for automotive retailers and car dealerships is not the technology, but rather how fast the transformation takes place. Cars are turning into „moving computers“ at a rapid rate, and new challenges are constantly arising in all other business areas as well. In our experience, the core problem is that the processes in place to accomplish change are abandoned before they are completed. Our industry-experienced consultants are aware of this tendency and are prepared to assist managers through difficult phases, providing them with tools to address issues such as conflict management and communication effectively.

Supporting Implementation

During the coaching process, we develop measures that undergo continuous revision by our experts. This involves confirming that the right action plan has been chosen, that the steps it contains have been implemented correctly and that those responsible are working on the issues as agreed. We supplement our objective advice with assessments of the measures themselves and their efficacy.

Why DEKRA?

For automotive companies committed to optimizing sales performance and customer experience, we combine industry expertise and experience with innovation. With adaptability and flexibility, we meet the challenges of a changing market and a dynamic consumer landscape. We have been proven experts in the automotive trade for many years and have extensive expertise in supporting change management projects. Our experts understand the point of sale and have longstanding experience in guiding companies in the automotive industry with consulting and solution expertise in the area of digital transformation. You can rely on us for support during the digitalization process and to lighten the load on management during the implementation phase as well as suggestions for increasing your competitive edge. Convince your customers and business partners of your commitment to future-oriented management and your self-assurance in the face of new challenges. With us, you have an experienced partner at your side who can support you with optimal services from a single source.



Are you interested in professional coaching in the field of digital transformation? Arrange a meeting with our experts today!

Become a Digital ChaMP

¹ Source: Handelsblatt, <https://www.handelsblatt.com/finanzen/steuern-recht/recht/kurswechsel-im-unternehmen-die-meisten-veraenderungensprozesse-scheitern/8303616-2.html>

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