



**DEKRA ABC**  
***The Optimal Combination of  
Technology and Expertise  
Put to Work***

2021



Improvements  
in aftersales



Adherence to  
company standards  
throughout the  
network



Boost in  
used car  
sales

2022



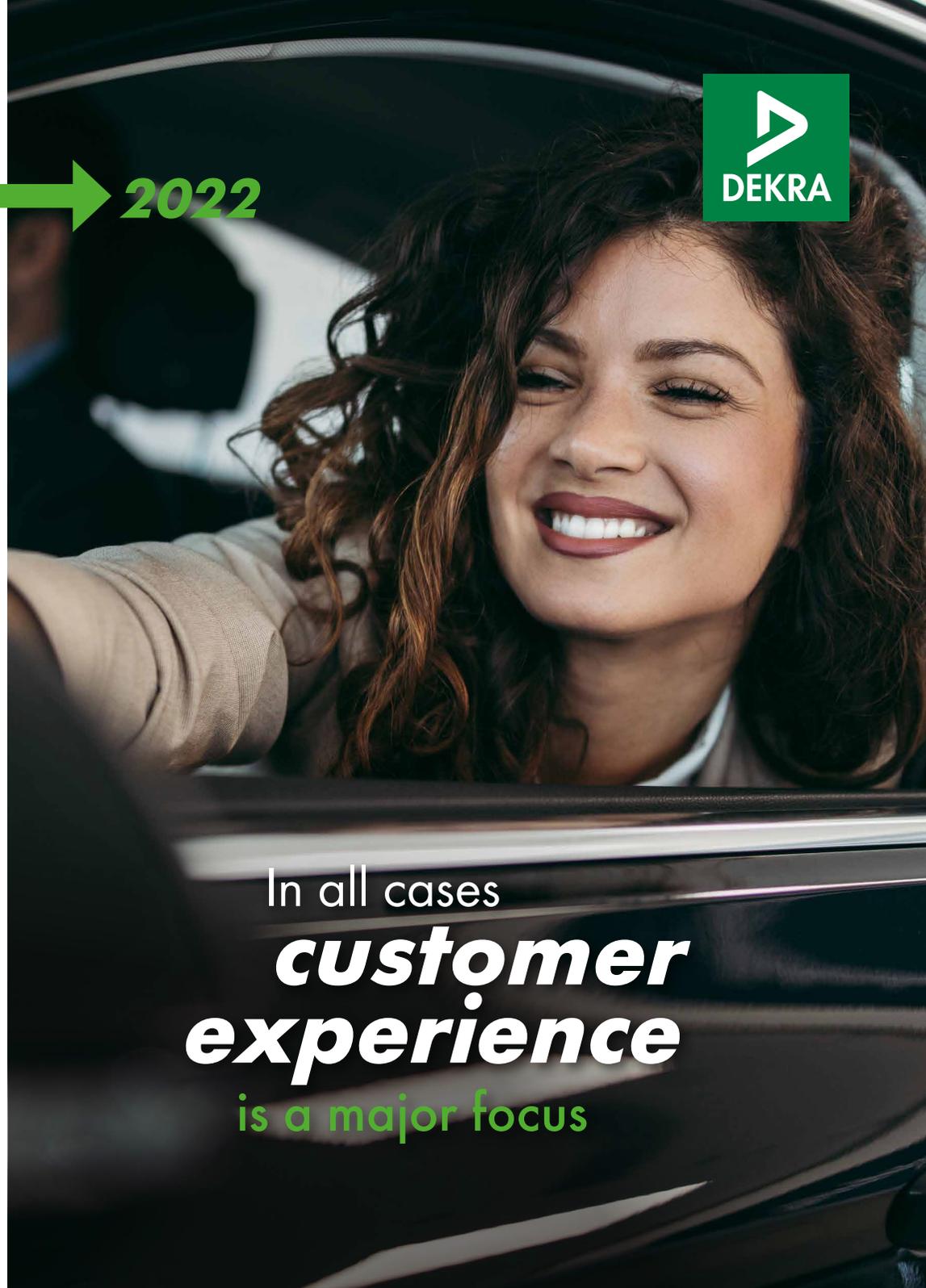
A major automotive brand was seeking to improve performance within its UK network. Before turning to the experts at DEKRA, the company had worked with other suppliers whose approach relied mainly on in-person consulting and conventional methods of tracking and documentation.

Looking for a stronger ROI as well as quicker, more sustainable results and an embrace of new technologies, the company engaged DEKRA for support.

### Blending Consulting Expertise and Digital Tools

The project, with a 2021 start date and a projected end date in 2022, is intended to address three key areas identified by the company: aftersales (through the Dealer Aftersales Coaching program, or DAC); adherence to company standards throughout the network (through Customer Touchpoint—CTP—audits); and used car sales. In all three cases, customer experience is a major focus. DEKRA is deploying its Advanced Blended Coaching (ABC) methodology to help the company meet its goals.

In all cases  
**customer  
experience**  
is a major focus





Virtual Customer Engagement Part 2 - Engaging Effectively with Customers using Virtual Platforms.pptx

### Benefits



Can you think of any benefits of a well delivered Pre-call?

Click on what you consider the most...		
Trust you	96%	100
Customer Engagement	96%	100
Phone support	96%	100
Knowledge/Content work	96%	100
Professional	96%	100
Smart service	96%	100
Service delivery	96%	100
Service efficiency	96%	100
Other	96%	100
Smart service	96%	100

Virtual Speed to Lead.mxd

### AFTERSALES

# Vehicle Health Check

Service Advisor

Issue 2022V1



DEKRA

Chat (Overview)

Sam: Hi, I'm a dealer with two games. Mark is taking about.

Jason Smith: Hi Frank, it should have come back in a while. If this still isn't working I would suggest logging out and in again for you.

Frankie Backman: thanks, it was quick.

Andrew: How are you, Frank?

Frank: sorry if it need to drop out of 2 min, just that you are ready?

Mark: Mark, did they a full for paper valid input.

Chris: Thanks 2 ur help.

Attendees (10)

- Mark Powell
- Frankie (1)
- Jason Smith
- Mark Powell
- Przemyslaw (1)
- Chris Farmer 2
- Participating (10)
- Alice Winslow
- Knowledge Network 23 40-4

Virtual Service Delivery - Best Practices.pptx

### Customer Follow up Call

Benefits to customers

- Reassures customers about their vehicle by offering world class experience
- Demonstrates that the business takes a professional approach
- Builds trust that the business 'owns' and deals with any issues

Building Long Term Retention



DEKRA

Chat (Overview)

Frank: sorry if it need to drop out of 2 min, just that you are ready?

Mark: Mark, did they a full for paper valid input.

Mark Powell: about 2 or 3 min to go.

Frank: Cool.

Chris Farmer 2: No problem Frank.

Chris Farmer 2: Please send any questions or let your Market Managers and will get them answered and send back to you.

Attendees (10)

- Mark Powell
- Frankie (1)
- Jason Smith
- Mark Powell
- Przemyslaw (1)
- Chris Farmer 2
- Participating (10)
- Alice Winslow
- Knowledge Network 23 40-4

**DEKRA ABC** is a strategic, blended approach that combines DEKRA experience and expertise with digital technologies. It is a methodology remarkable for its efficiency. The digital components allow the strategic deployment of people power, targeting the needs of each dealership and each individual user with precision and generating a greater ROI.

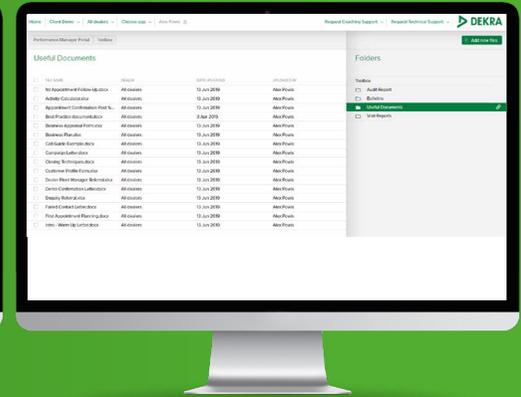
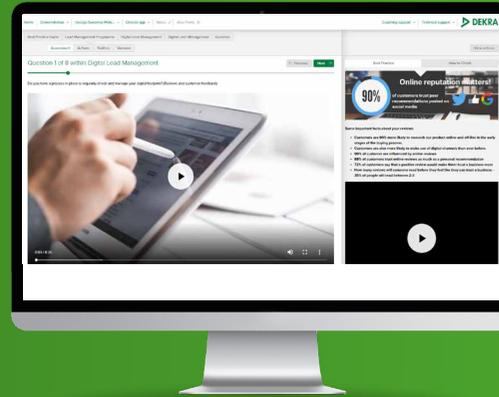
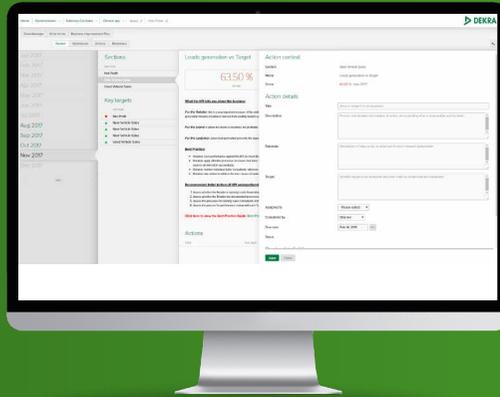
DEKRA ABC adapts to deliver the right combination of in-person coaching, virtual interactions, self-learning and assessment quickly and consistently. At the same time, findings, results, action items, best practices and more are stored on a single digital platform, the DEKRA Performance Manager (DPM) for transparency and accountability across the network.



## A Winning Combination of In-Person and Virtual Interventions

For each of the three key areas identified by the OEM, dealerships receive in-person consulting and virtual I-Coach sessions supported by the DPM. The DPM is a fully customizable digital tool that uses internal and/or external data to track performance, monitor progress and engage with users to drive improvement. The I-Coach is a remote coaching feature used for regular check-ins and follow-up sessions that keeps users motivated and on target.

In the first target area, the Dealer Aftersales Coaching (DAC) program, a DEKRA field consultant starts with a deep-dive diagnostic, spending 2 days on-site. The findings are presented to the dealership and stored using the DPM. The DEKRA I-Coach assesses the results and steps in with virtual follow-up sessions to encourage progress in the areas identified for improvement. The field consultant returns after a month or two to reassess and establish what has been achieved and what still needs work. The I-Coach then follows up before a final handover involving area manager teams and other stakeholders. At this point, appropriate monitoring and additional actions to sustain and continue improvements can be put in place.



The CTP audits likewise feature a blend of in-person and digital interventions supported by the DPM, which provides a comprehensive, structured process for the audit team to professionally and efficiently conduct their activities. Once the initial audit is complete, the dealer uses the action setting area of DPM to create an individualized action plan to address areas flagged by the audit for improvement. Dealers can upload evidence of achievement in the form of photos, videos or documents to demonstrate progress. A second audit is then carried out approximately 12 weeks after the first, again recorded using DPM.

For support in used-car sales, the DPM provided the basis for a diagnostic health check used to identify network needs and coaching focus areas. The company provided the data to be used on the DPM dashboard and DEKRA experts compiled the best practices relevant to various topics, such as point of sale and marketing or sales compliance. The DPM delivers major benefits, such as the ability to see performance and health check data dealer by dealer or area by area and to report and view data on one easy platform.



The overwhelming feedback from the teams and dealers is that they are very impressed with the quality of consultancy, the initial diagnostics and the structure and support DEKRA provides. The result has been an average uplift of 14% in customer satisfaction.

- Manager at automotive brand

A woman with curly hair is smiling while sitting in the driver's seat of a white car. Two men are shaking hands in front of her. The man on the left is wearing a dark suit jacket, and the man on the right is wearing a light blue shirt. The background shows a modern car dealership with large windows and a high ceiling.

Delivering  
**efficiency**  
and an **excellent ROI**

The company's response to the DEKRA ABC methodology has been overwhelmingly positive. In addition to satisfaction with the blend of in-person consulting and remote coaching, they have cited the advantages of digitalization, such as how the DPM encapsulates relevant data in a transparent, user-friendly format for transparency and convenience.

Efficiency coupled with an excellent ROI is, in a nutshell, what the DEKRA ABC methodology delivers, covering more ground, more quickly with the right combination of interventions and a fully engaging, blended approach.



## DEKRA Business Consulting

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. Our approach meets 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. Our vision empowers our partners to transform, adapt and thrive.

Would you like more information on DEKRA ABC?

Contact Us!