

Automotive Trade and Repair Shops

Aftersales



Serving customers over the long term

Aftersales services play a key role in boosting customer satisfaction and generating customer loyalty for increased brand value. We conduct continuing inspections, audits, consulting, coaching and training programs to help automotive manufacturers, dealers and repair shops ensure they are ready and able to provide quality aftersales services to their customers.

Revenue – excellent services for maximum earnings

Taking good care of customers over the long term speaks to the strength of your commitment to continually serve your patrons and encourage customer dedication in the future. DEKRA provides comprehensive services focused on helping aftersales service providers build a satisfied and loyal clientele for repeat business and higher profits.

Aftersales Retention Training and Coaching

Increasing customer satisfaction and efficiency in aftersales relies on a balance of social skills and commercial awareness. Our specialist training and coaching in this area helps you to build a stronger organizational structure, optimal work processes and well-trained employees. These elements are the key to meeting customer expectations while maintaining profitable operations.

Automotive Brand Performance Audits

We conduct distribution network integrity audits to help dealers realistically assess business practices and systems aiming to drive sales and provide the best possible customer service for increased profits. Strengthen your distribution and customer services network with our customized Automotive Standard Audits. Solid warranty audits are designed to help you remain compliant, competent and competitive while ensuring quality services throughout dealership and workshop distribution networks.

Connected, Autonomous, Shared, Electric (CASE) Mobility Training

Connected, autonomous, shared, and electric (CASE) mobility brings with it radical change to every part of the mobility value chain, and each of these requires new, innovative training concepts. From manufacturing to aftersales, mechanics or roadside assistance, we have the expertise and training programs you need to ensure that your employees will be safe and effective in this new environment.

Digital Marketing Consulting

Our experts will work with you to build your understanding and knowledge of all the main channels and techniques, from promoted social media campaigns on Facebook, LinkedIn, etc., to Google Adwords, retargeting campaigns, SEO, social media management, email marketing, analytics and reporting. Helping you to reach the right people at the right time with relevant messages.



Examination of Experts for Workshops

Qualified employees trained to uphold the highest technical and customer service standards are critical to the strength and reputation of your brand as well as the success of your company. These standards of excellence are the backbone of our accredited DEKRA personnel certifications providing internationally recognized credentials from a respected third party. We provide objective assessment and validation of individual skills to ensure employee confidence in their ability to appropriately perform quality after-sales service at the levels you and your customers expect.

Quality Management System

Reliable quality management based on ISO 9001 ensures high quality processes, products and services. A central feature is its risk-based approach, which identifies opportunities and risks, derives appropriate measures and evaluates their effectiveness. This ensures that the quality management system and the accompanying processes in your organization achieve the desired results.

Sales and Aftersales Campaign Management

DEKRA experts can work with you to develop traffic into dealerships, increase vehicle sales, boost your spare parts business and maximize workshop working hours. Typical activities include database analysis and qualifying, designing the call scripts and making outbound calls to establish appointments.

Vehicle Service and Management Training

Customers rely on aftersales services to be effectively executed in a timely manner according to recognized safety standards and environmental regulations. Experienced DEKRA instructors provide service personnel technical expertise according to specific requirements and can upskill professional mechanics in the field of e-mobility to ensure your customers state-of-the-art service in line with established priorities and strategies.

Return – investing in customers

A strong business model able to deliver excellent customer services must be built on a robust organizational structure and efficient processes, qualified personnel, effective management systems and solid financials. DEKRA experts conduct the audits, training programs, coaching and certifications you need to best serve your customers and grow your business in the competitive aftersales services market.

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Business ChaMP (Change Management Program)

Successful businesses must be able to adapt to changing circumstances with established and effective management strategies and implementation plans. DEKRA experts help you reliably review and accurately determine your current liquidity status as well as optimize and increase liquidity reserves for a strong and sustainable business model. We support you in your efforts to develop and implement integrated planning so you can react quickly and appropriately to both expected and unforeseen changes or challenges to ensure your liquidity capabilities and reduce risk to your business.

Connected, Autonomous, Shared, Electric (CASE) Mobility Training

Connected, autonomous, shared, and electric (CASE) mobility brings with it radical change to every part of the mobility value chain, and each of these requires new, innovative training concepts. From manufacturing to aftersales, mechanics or roadside assistance, we have the expertise and training programs you need to ensure that your employees will be safe and effective in this new environment.

Digital ChaMP – Transformation Change Management Program

The biggest challenge of digitalization is not technology, but the speed at which change takes place. That's why DEKRA provides customized digitalization consulting focused on people and organizations rather than technology. After a Digital Readiness Check to indicate areas of improvement, our modular Change Management Coaching will guide companies through the digital transformation process and the development and implementation of a successful digital strategy.

Energy Management System

ISO 50001 is based on the quality standard ISO 9001 and the environmental standard ISO 14001. This enables organizations to convert their existing energy and environmental management systems into a systematic energy management system. Key features include developing a company policy for the more efficient use of energy, data analysis of energy consumption in all major areas and continuous monitoring of measures.

High-voltage Vehicle Training via Digital Learning Tools

DEKRA e-mobility training is a digital response to the increasing use of electric vehicles around the world. Technicians working with electric vehicles require new sets of skills and knowledge to ensure safe and effective operation. Using digital learning tools, we will train your technicians in the safety and protection measures they need to use to stay safe when working on high-voltage systems.



Recall Campaign Management

Recalls occur in the automotive sector to ensure the safety and functionality of all vehicles. While they can be challenging to execute efficiently, they also offer an opportunity for dealerships to follow through on what the brand promises, showcase customer service and optimize retail processes. We help clients determine the most effective approach for their circumstances and support the implementation of the recall campaign start to finish, from contacting customers and arranging appointments to the analysis and verification of databases and compliance with legal requirements.

Workshop and Stores Efficiency, Training and Coaching

The business of maintaining and repairing cars and fleets is typically a high-pressure environment where every minute counts. Our experts analyze and assess existing workflows and processes in order to optimize workshop and stores organization. We show you how to ensure the availability of spare parts, plan workshop schedules around staff competencies and make the best use of space, equipment and personnel. Our specialists work closely with clients to understand existing systems and tailor recommendations to enhance productivity and profitability.

Quality – premium products and services

Delivering consistent quality services underscores your commitment to taking care of your customers after their initial purchase. DEKRA conducts comprehensive audits, inspections, training programs, consulting services, analyses and quality management certifications to help aftersales providers ensure customers the best long-term support.

Automotive Brand Performance Audits

Strong brand performance and competitive power relies on effective strategies, coherent structural elements and coordinated communication throughout the complex network of international manufacturers, retailers and consumers. We conduct distribution network integrity audits to help dealers realistically assess busi-

ness practices and systems aiming to drive sales and provide the best possible customer service for increased profits. Strengthen your distribution and customer services network with our customized Automotive Standard Audits. With our independent workshop audits, we test the performance and professional competence of your personnel according to your requirements.



Certified Collision Center Program Development

Customers rely on certified collision centers to conduct aftersales services and repair vehicles according to full manufacturer specifications. DEKRA provides collision centers with a full range of services including initial strategy and design consulting, pre-auditing, personnel placement, claims management support and site optimization to improve processes, increase sales, reduce risks and lower costs. Using proven processes guided by LEAN principles, we offer training and coaching programs to help you amplify productivity, improve efficiency and increase revenue.

Digital Expert Qualification

Meeting the demands of digital transformation means having employees who are both professionally and methodically trained to initiate and drive transformation processes in a goal-oriented manner and to ensure the sustainability of the transformation. Together with you, we define the areas of responsibility and derive the skills, competencies, responsibilities and collaborations required for this role profile. Depending on the skills and abilities already available, appropriate, individual coaching sessions are developed to fully address the defined tasks.

Examination of Experts for Workshops

Qualified employees trained to uphold the highest technical, customer service and quality standards are critical to the strength and reputation of your brand as well as the success of your company. These standards of excellence are the backbone of our accredited DEKRA personnel certifications providing internationally recognized credentials from a respected third party. We provide objective assessment and validation of individual skills to ensure employee confidence in their ability to appropriately perform quality aftersales service at the levels you and your customers expect.

Mandatory and Voluntary Inspections of Reliability and Quality of Equipment and Tools

The proper use of reliable and accurate measuring equipment and testing devices is a basic requirement to ensure high quality products and services. Equipment should therefore be periodically checked for the timely identification of mechanical or electrical non-conformities. DEKRA calibration inspections help you meet customer needs and conditions while saving you time and money in your efforts to fulfill the requirements of established standards and directives.

Privacy Information Management System

With a privacy management certification according to ISO 27701, you fulfill normative requirements and demonstrate to the outside world your efforts for improved information security and effective safeguarding of personal data.

Quality Management System

Reliable quality management based on ISO 9001 ensures high quality processes, products and services. A central feature is its risk-based approach, which identifies opportunities and risks, derives appropriate measures and evaluates their effectiveness. This ensures that the quality management system and the accompanying processes in your organization achieve the desired results.

Quality Management System Training

A successful audit requires a true understanding of the requirements set by the ISO 9001 standards. This training program includes hands-on workshops to prepare you for real life auditing situations. You will learn to manage the audit process and complete reporting in a collaborative and engaging environment.

Recall Campaign Management

As industry experts with an impressive breadth and depth of experience, we have developed a recall campaign strategy that facilitates customer communication and a smooth, efficient process. We help clients in the implementation of the recall campaign from contacting customers and arranging appointments to the analysis and verification of databases and compliance with legal requirements.





Customer Satisfaction – exceeding expectations

The vast majority of satisfied customers share their experience with others. DEKRA provides you expert support to ensure top-notch aftersales services going above and beyond to cultivate your customer roster and expand your business.

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Automotive Brand Performance Audits

Strong brand performance and competitive power relies on effective strategies, coherent structural elements and coordinated communication throughout the complex network of international manufacturers, retailers and consumers. Automotive mystery shopping according to a checklist provides a magnifying glass enabling you to examine the quality, effectiveness and personal reach of your frontline customer service strategies and representatives. It offers a unique opportunity for critical analysis and improvement based on the unfiltered, real-life experiences of your customers. With our independent workshop audits, we test the performance and professional competence of your personnel according to your requirements.

Customer Experience Training and Coaching

Although the automotive sector faces unprecedented challenges, positive interaction and a focus on customer satisfaction are still the best tools paramount to sustaining competitiveness and increasing sales. DEKRA helps aftersales providers determine and reach their customer experience goals through recognized coaching and training programs. We perform in-depth analysis for each individual aftersales provider, including a cultural survey, personal profile, physical environment, online and frontline reviews, documentation, systems analysis and feedback. Based on the results, we propose a SMART action plan and conduct bespoke in-house training to sensitize employees to the customer experience.

Digital ChaMP – Transformation Change Management Program

Both customer behavior and the purchasing process have changed significantly due to digitalization. With our comprehensive consulting services on digital transformation we support companies, executives and employees to make the organization fit for the digital world. By analyzing the current level of digital readiness within your organization, we work with you to plan the right strategy for successful digital transformation while offering you a solution-oriented, pragmatic approach to managing change.

Examination of Experts for Car Dealer

Qualified employees trained to uphold the highest technical and customer service standards are critical to the strength and reputation of your brand as well as the success of your company. These standards of excellence are the backbone of our DEKRA personnel certifications providing internationally recognized credentials from a respected third party. We provide objective assessment and validation of individual skills to ensure employee confidence in their ability to appropriately perform at the levels you and your customers expect.

Recall Campaign Management

We view car recalls as an opportunity for positive customer contact, improving processes and optimizing part turnover and workshop visits. We tailor our recommendations to ensure your recall campaign is a success and support you throughout the process. We support you in analyzing and qualifying databases, designing call scripts, making calls, scheduling appointments and more.

Added Value – services for extra benefit

Growing and sustaining a loyal customer base depends on the quality of your products and services as well as the overall impact of the customer experience. DEKRA experts can provide supplemental support throughout your continuing efforts to ensure your customers the best aftersales service for increased trust and higher profitability.

Cyber Security and Data Protection

With the continual increase of cybercrime and data security breaches, IT security has been thrust to the forefront of every business operating in the connected world. From penetration testing to risk assessment, our 360° services are based on a comprehensive analysis of your IT processes. We help you design and implement effective security systems, designate a qualified information security officer and use behavioral technology to optimize the cyber security strategies and systems protecting your business, Internet-of-Things (IoT) and Machine-to-Machine (M2M) networks.

Data Protection and Data Security Training

Regulations mandating data protection standards have become more stringent and the costs of non-compliance greater than ever before. Whether your business is subject to the GDPR, other statutory requirements, or simply understands the value of effective

Sales and Aftersales Campaign Management

For dealerships and distributor networks to thrive, every stage of the customer experience must be refined, from the first visit to post-warranty service. Our sales campaigns attract new business and increase dealership traffic, while our aftersales campaigns focus on retaining customers even after their initial warranty has expired. We draw on our industry expertise and experience to design sales campaigns that tap into market trends and shifting consumer behavior without losing sight of the circumstances specific to each of our clients.

Vehicle Service and Management Training

Customers rely on aftersales services to be effectively executed in a timely manner according to recognized safety standards and environmental regulations. Experienced DEKRA instructors provide service personnel technical expertise according to specific requirements and can upskill professional mechanics in the field of e-mobility to ensure your customers state-of-the-art service in line with established priorities and strategies.

With data protection, it is a challenge to stay abreast of developments and navigate the complexities of this evolving issue. DEKRA data protection courses are designed to help you determine how international regulations affect your company and provide an opportunity to educate your team about current data protection strategies and solutions. A strong foundation in data protection enhances your resilience, protects you from data loss and strengthens your company reputation.

Franchise Services

DEKRA offers franchise services to a network of nearly 3,000 partner inspection centers around the world. We provide communication and marketing actions to generate customer traffic and to promote the image of the network. In addition to that, we support our partners with IT and equipment solutions, purchase support, training for inspectors, quality and technical support, in conformity with regulations.

Health, Safety and Environment (HSE) and Sustainability Solutions

Our services aim to help organizations optimize workplace health, protect the environment and foster a culture of safety and care. Our experts help you reach your safety goals with a range of tailored services including advisory, risk assessments, coaching and training or on-site support. We share tools and strategies for maintaining the optimal physical and mental health of your team, for protecting the environment, for managing data and for preventing fire and explosions. Whether compliance, education or corporate sustainability management, we are equipped to provide innovative, tailored solutions that help you reach your sustainability goals.

Information Security Training

Information is the greatest asset of a successful business, making information security paramount for any corporate endeavor. Our IT and cyber security training programs empower your employees to competently and confidently use information technology while reducing risk and protecting you from economic harm. DEKRA instructors provide your staff the expertise they need to ensure strong and reliable information security strategies and systems to shield customers and safeguard your business.

Inspections to Improve Sustainability Performance

Our service helps you remedy occupational health and safety (OHS) issues, mitigate brand impacts, and ensure workers, safety, and environmental sustainability through e.g. specific measurements of the environmental/workplace related pollution. Our experts ensure that the equipment and processes you use are fully compliant with all necessary standards and legal requirements also regarding your OEMs standards.

Mandatory and Voluntary Inspections of Machinery and Equipment

DEKRA experts ensure that the equipment and processes you use are fully compliant with all necessary standards and legal requirements also regarding the standards of your OEMs. Our service helps you remedy occupational health and safety (OHS) issues, mitigate brand impacts, and ensure workers' safety.

Vehicle Emission Tests

DEKRA is constantly working with national and international authorities and institutions to improve emissions testing and adapt it to the technical conditions of modern vehicles. Our emission tests ensure that the exhaust emissions over the vehicle lifetime meet the reference values. Our experienced inspectors can perform the necessary tests on all road vehicles using state-of-the-art equipment and proven processes. If necessary, these measures can be combined with an electronic check via on-board diagnostics.

Vehicle Inspections

As a world-leading independent testing organization, DEKRA vehicle inspections focus on two main areas: the road worthiness of the vehicles in terms of driver and road user safety, and exhaust emissions. DEKRA's inspectors use state-of-the-art equipment and proven processes to ensure that vehicles are safe, reliable and compliant with all relevant standards.

Due to impartiality and independence requirements of regulatory authorities, services may have to be performed by different, mutually independently operating DEKRA units.

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