The Power of Customer Satisfaction in Improving Dealership Stock Turn

Program

1. Customer or Fan?
2. Customer Satisfaction & Stock Turn
3. Which Micro-Moments Matter Most?
4. What's The Effect of Drive Time?
5. What Media Matters Most?
6. The JudgeService Effect
7. The Magnificent Seven

Customer or Fan?

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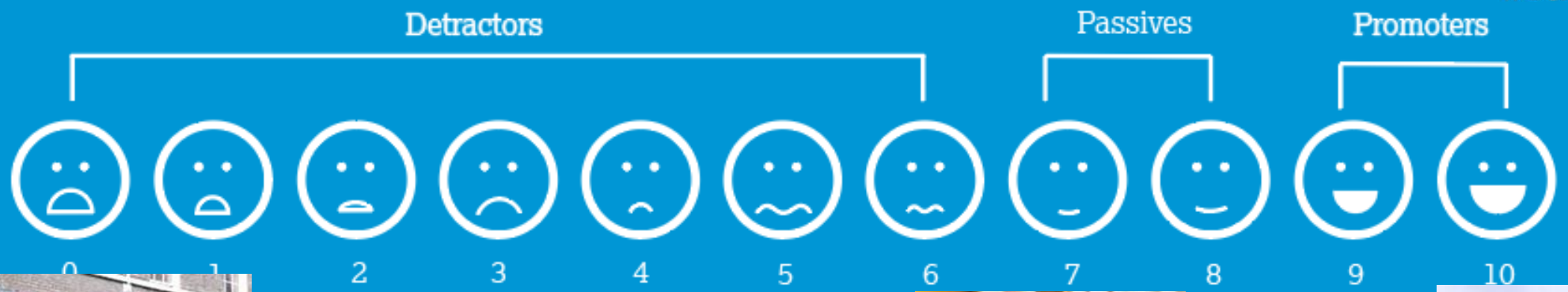

Detractors

Rate you from 0-6

Are not particularly satisfied with your company & work

Danger of having negative influence on customer satisfacton

Passives

Rate you from 7-8

Are neither emotionally invested nor disengaged

Are left out of the NPS calculation

Promoters

Rate you from 9-10

Are loyal & like working with your company

Fuel growth through word of mouth

Have positive influence on customer satisfaction

Promoter Score vs. Recommendation

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How likely is it that you would recommend the dealership to family and friends?

Sample used: ReAct Surveys from 1st of January 2018 – 30th September 2018: 40,258 total

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Why does promoter score matter?

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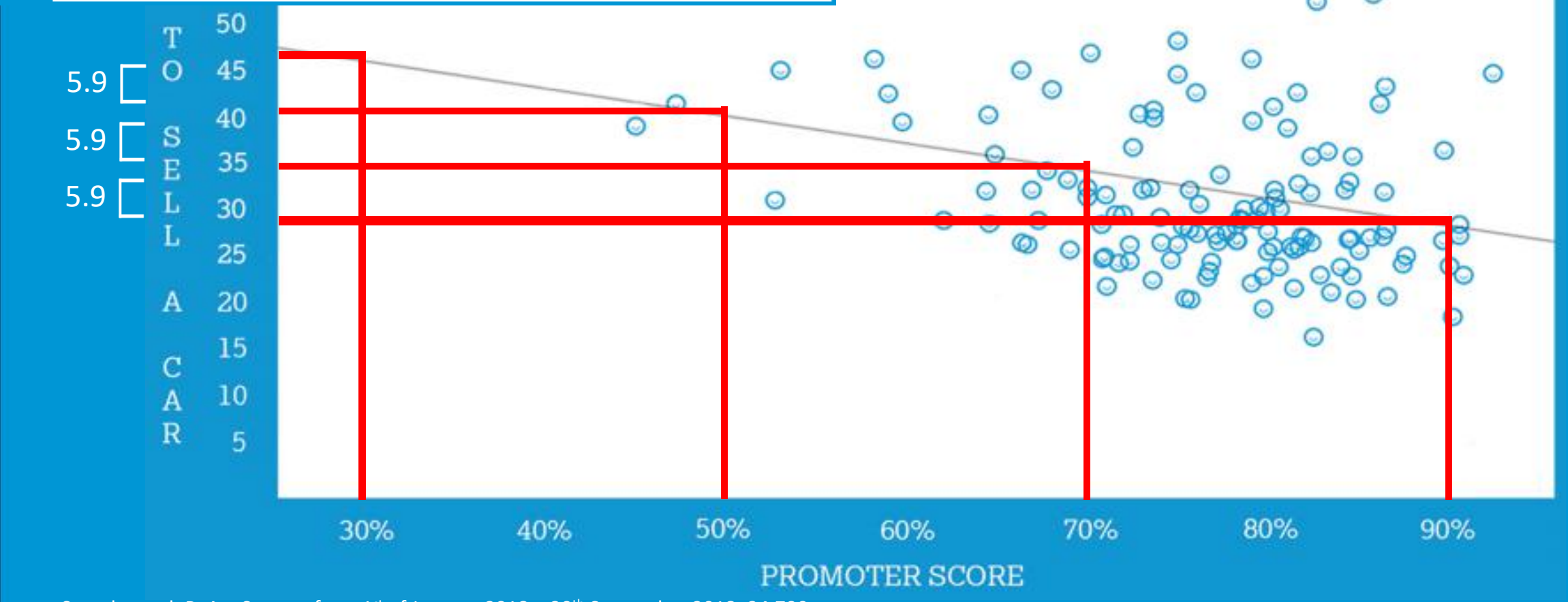
Promoter score

30%	50%	70%	90%
46.2 (days)	40.3 (days)	34.4 (days)	28.5 (days)



Sample used: ReAct Surveys from 1st of January 2018 – 30th September 2018: 34,790

- Sell more cars
- Reduce depreciation of cars

Example

1 x 12 = 12 Days per annum

(Day) (Months)

40% x 40 x £800 = £12,800

(Units) (PPU)

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What aspects of the vehicle purchasing experience consumers care about?

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Choose Top 3

Cleanliness of site

Salesperson attitude

Choice of vehicle

Finance offering

Explanation of finance package

Attitude at handover

Mechanical standard of vehicle

Cleanliness of vehicle

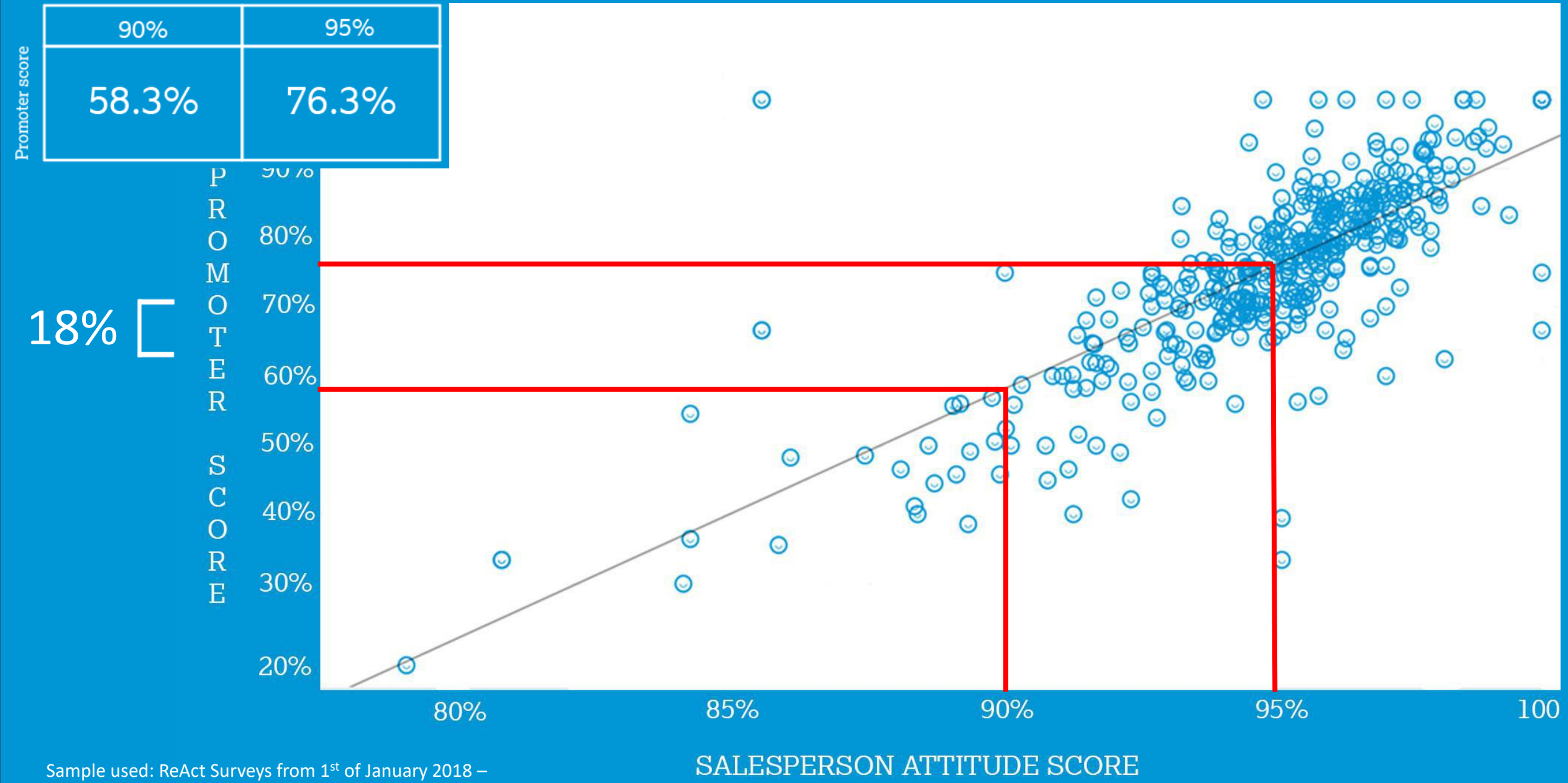
Contact after delivery

Explanation of finance package

What matters most to your customers?

Micro-moments of truth	Promoter score after 5% satisfaction increase	Days quicker
Salesperson attitude	18%	5.3

90%	95%
58.3%	76.3%



Sample used: ReAct Surveys from 1st of January 2018 – 30th September 2018: 40,258 total

An increase of 1% in promoter score will result in a shift of 0.295 days quicker to sell a car...

Therefore, an increase of 18% means you can sell a car 5.32 days quicker.

5.32 x 12 = 63.84 Days per annum

(Days) (Months)

63.84 / 30 x 40 x £800 = £68,096

(Units) (PPU)

"My experience could have been much better. Communications was very poor and the time it took to prepare the vehicle could have been much quicker... I wanted to switch to the ****** dealership because I had a perception of excellent customer service, something that is very important to me. Unfortunately, that has not been my experience at all and I was very disappointed."

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"I'd definitely recommend to friends and family because the sales person was very in tune with what we were looking for and was very knowledgeable about the car. Very good service."

Micro-moments of truth	Promoter score after 5% satisfaction increase	Days quicker
Salesperson attitude	18%	5.3
Attitude at handover	16.4%	4.8

Attitude at handover

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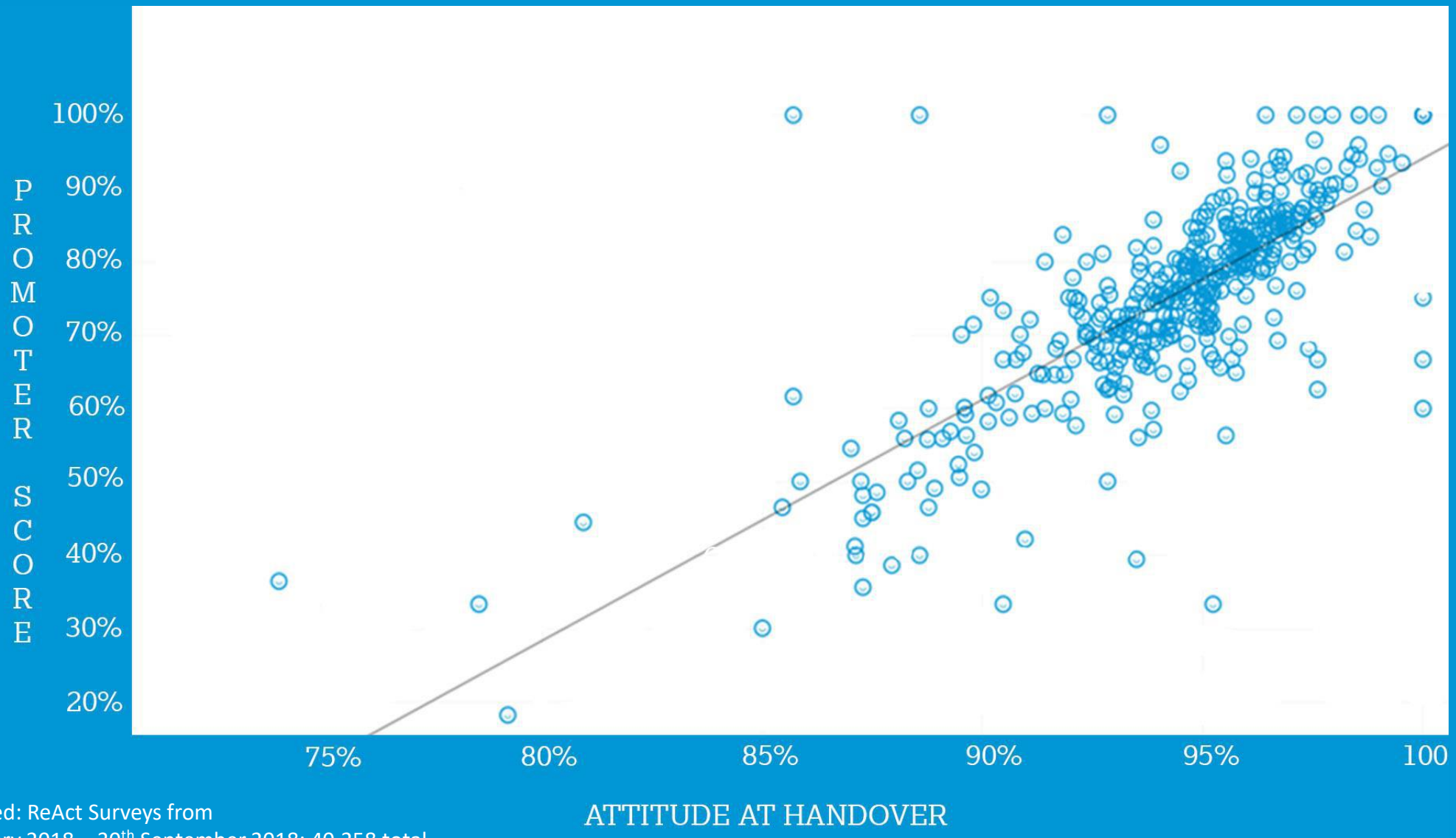

Sample used: ReAct Surveys from
1st of January 2018 – 30th September 2018: 40,258 total

" My experience could have been better because the salesperson did not disclose details about the car that should be standard and when asked about the issue he was extremely rude and unpleasant. I brought someone with me to collect the car with me and they were disgusted by his attitude at handover."

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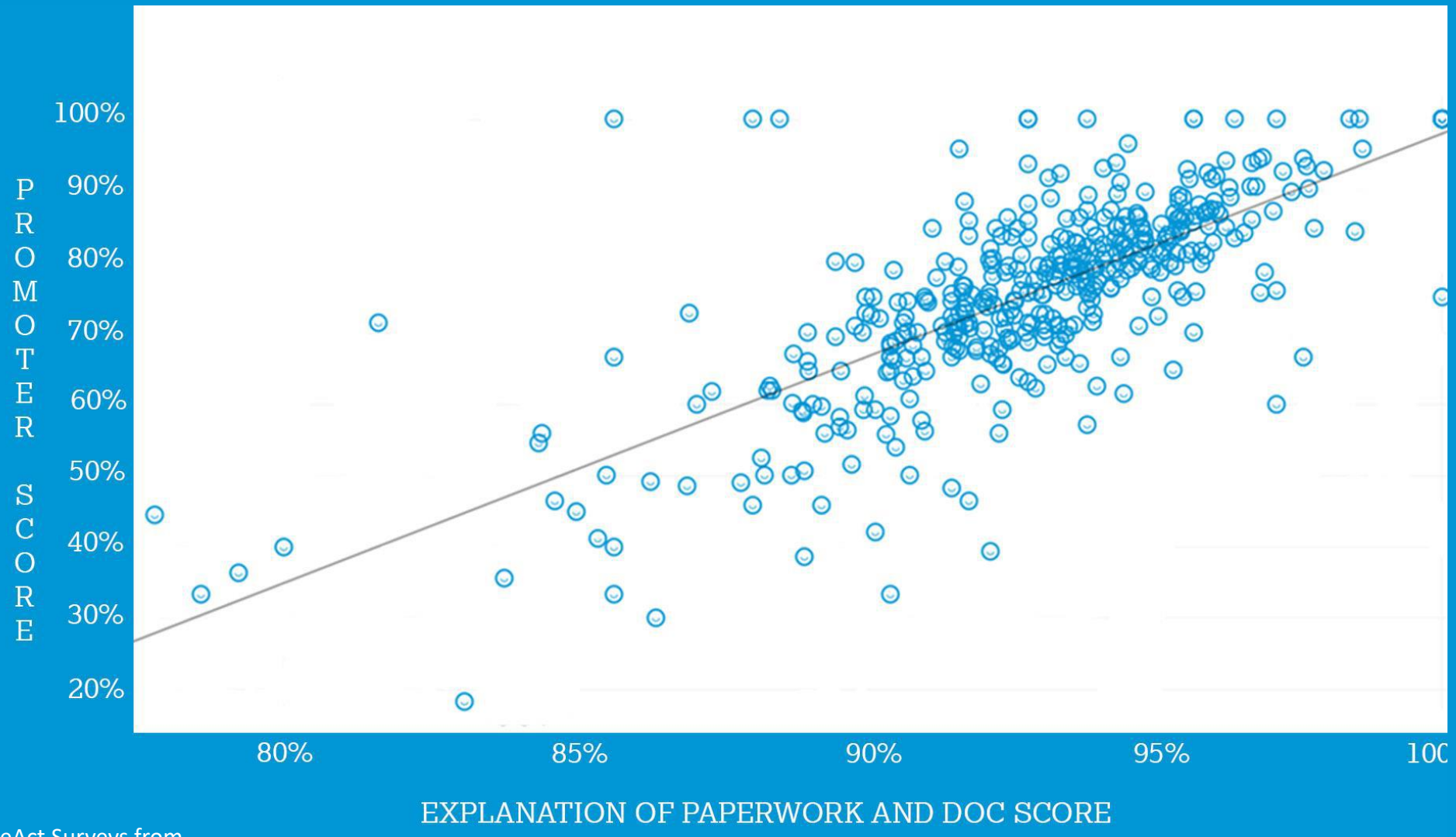
"I was pleased with the dealer and would recommend them because of the attitude of the staff. Craig was very helpful and conscientious to ensure I made the right choice. Hannah was extremely personable and made the handover quick and easy without missing out key information"

Micro-moments of truth	Promoter score after 5% satisfaction increase	Days quicker
Salesperson attitude	18%	5.3
Attitude at handover	16.4%	4.8
Explanation of paperwork	15.8%	4.7

Explanation of paperwork and documentation



Sample used: ReAct Surveys from
1st of January 2018 – 30th September 2018: 40,258 total

Micro-moments of truth	Promoter score after 5% satisfaction increase	Days quicker
Salesperson attitude	18%	5.3
Attitude at handover	16.4%	4.8
Explanation of paperwork	15.8%	4.7
Mechanical standard vehicle	13.3%	3.9

Micro-moments of truth	Promoter score after 5% satisfaction increase	Days quicker
Salesperson attitude	18%	5.3
Attitude at handover	16.4%	4.8
Explanation of paperwork	15.8%	4.7
Mechanical standard vehicle	13.3%	3.9
Cleanliness of Vehicle	13.1%	3.9

Micro-moments of truth	Promoter score after 5% satisfaction increase	Days quicker
Salesperson attitude	18%	5.3
Attitude at handover	16.4%	4.8
Explanation of paperwork	15.8%	4.7
Mechanical standard vehicle	13.3%	3.9
Cleanliness of Vehicle	13.1%	3.9
Choice of vehicles	12.7%	3.7

Did you guess them?

Salesperson attitude

Attitude at handover

Explanation of paperwork

Micro-moments of truth	Promoter score after 5% satisfaction increase	Days quicker
Salesperson attitude	18%	5.3
Attitude at handover	16.4%	4.8
Explanation of paperwork	15.8%	4.7
Mechanical standard vehicle	13.3%	3.9
Cleanliness of Vehicle	13.1%	3.9

Micro-moments of truth	Promoter score after 5% satisfaction increase	Days quicker
Cleanliness of site	9.8%	2.9
Contact after delivery	1.5%	0.4
Finance Offering	0.8%	0.3
Explanation of finance package	11.2%	3.3

Finance Offering

Explanation of finance package

	Promoter Score	Would Recommend
Completely Dissatisfied	-45.0%	35.0%
Very Dissatisfied	-31.8%	53.0%
Somewhat Dissatisfied	-36.2%	53.0%
Neither Satisfied or Dissatisfied	35.6%	84.7%
Somewhat Satisfied	17.2%	83.4%
Very Satisfied	66.4%	95.8%
Completely Satisfied	93.9%	99.2%

Sample used: ReAct Surveys from 1st of January 2018 – 30th September 2018: 36,250

Reason why they did not take finance package

	Promoter Score	Would Recommend	Number of Surveys
Borrowing from friends and family	76.4%	96.3%	738
Finance already in place with another lender	77.1%	95.9%	2,074
I want to pay cash	75.2%	95.4%	13,162
Interest rate too high	64.0%	92.6%	1,945
Other	69.2%	93.3%	676
Unsatisfactory explanation of options	14.0%	68.0%	50

Sample used: ReAct Surveys from 1st of January 2018 – 30th September 2018: 18,645

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More Insight

What's the effect of drive time?

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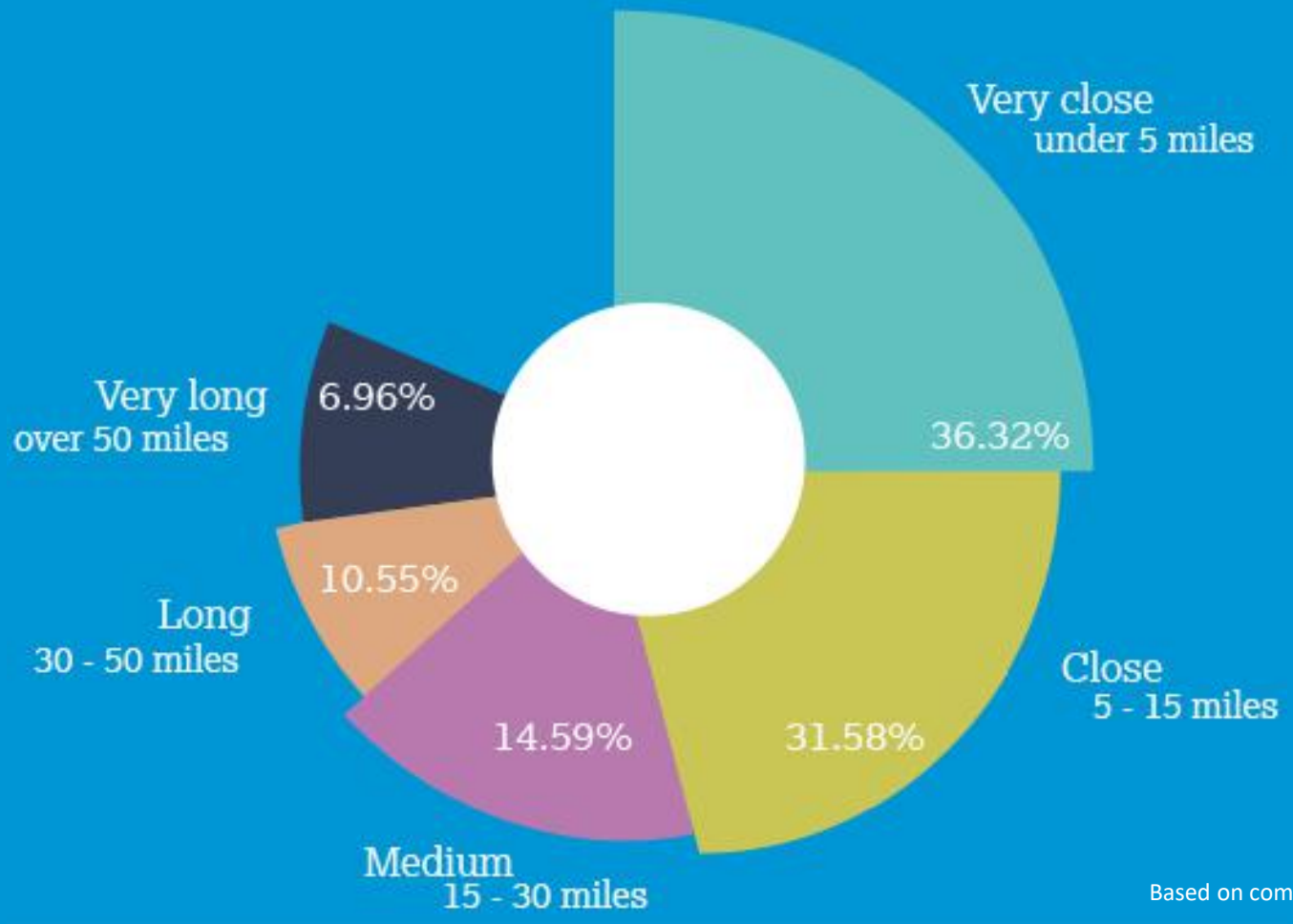
How far are consumers willing to travel to buy a car?



Based on complete react Survey with valid postcode, from 1 Jan to 30 September 2018- sample size: 88, 077

Does distance travelled influence promoter score?

	ProAct	ReAct
Very Close	35.1%	80.8%
Short	36.7%	81.0%
Medium	34.8%	76.6%
Long	36.7%	71.7%
Very long	31.6%	71.8%

Based on complete react Survey with valid postcode and with Question 15, from 1 Jan 2018 and 30 September 2018- sample size: 74,055

How far will consumers travel for brands?

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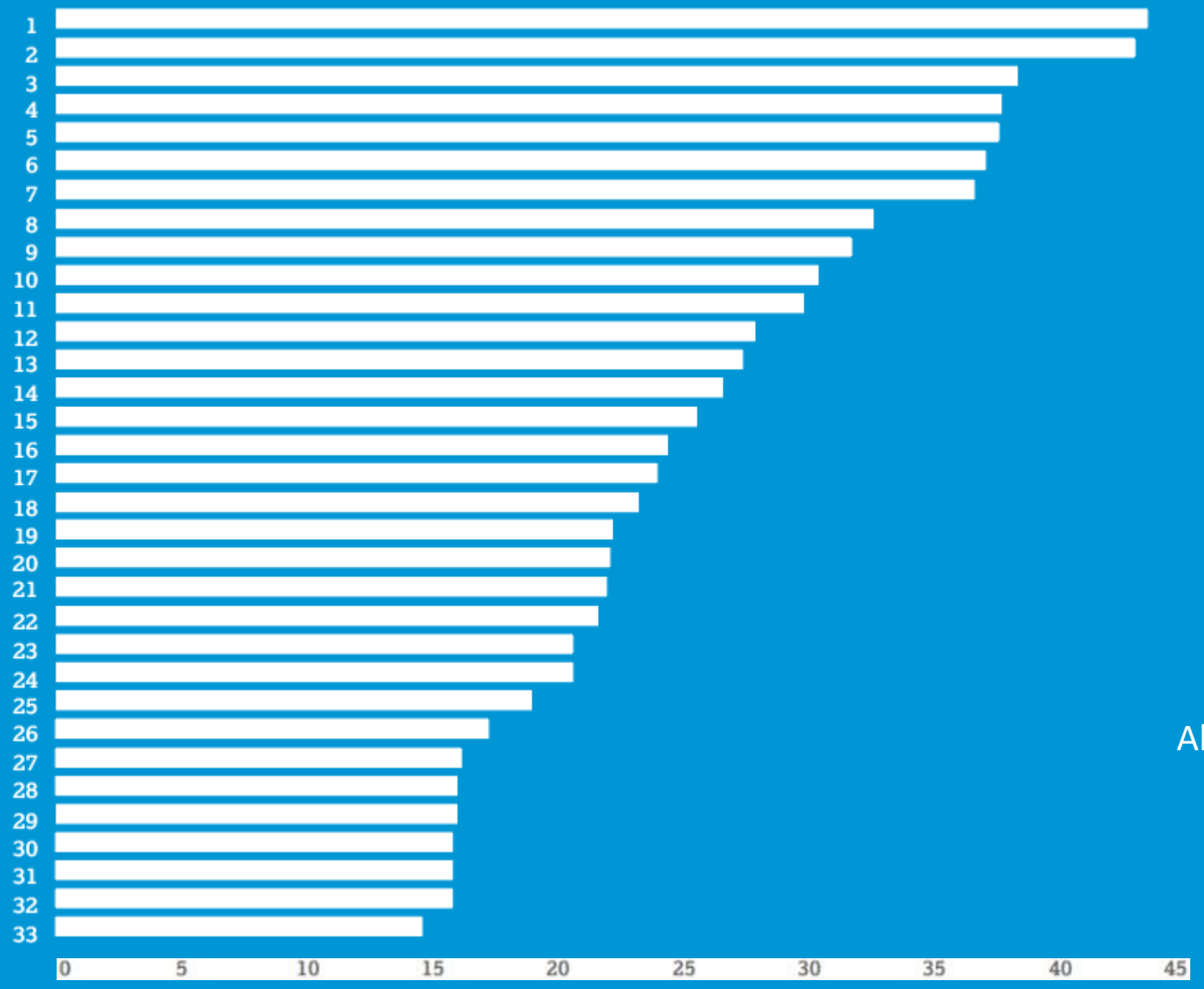

Seat	Audi
BMW	Volkswagen
Ford	Lexus
MINI	Mazda
Honda	Mitsubishi
Jaguar	Renault
Skoda	Audi
Infiniti	Suzuki
Dacia	Citroen
MG	Vauxhall
Hyundai	Peugeot
Isuzu	Toyota
Alfa Romeo	Volvo
Chrysler	Nissan
Jeep	Land Rover
Fiat	KIA

(Distance in miles)

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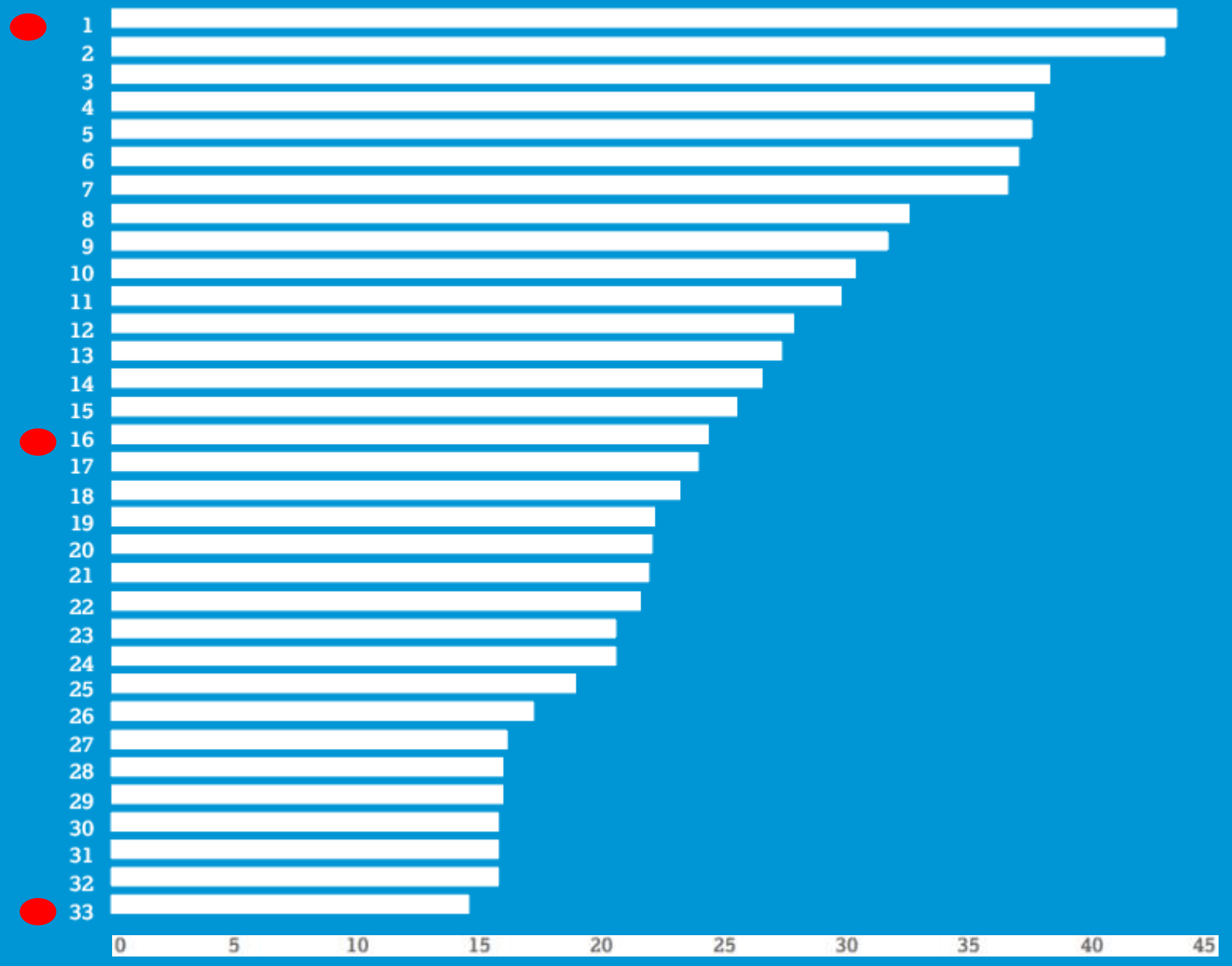

(Distance in miles)

Audi
Mercedes Benz
Vauxhall
Volkswagen
Mazda
Infiniti
Honda
Jaguar
MINI
Ford
FIAT
Land Rover

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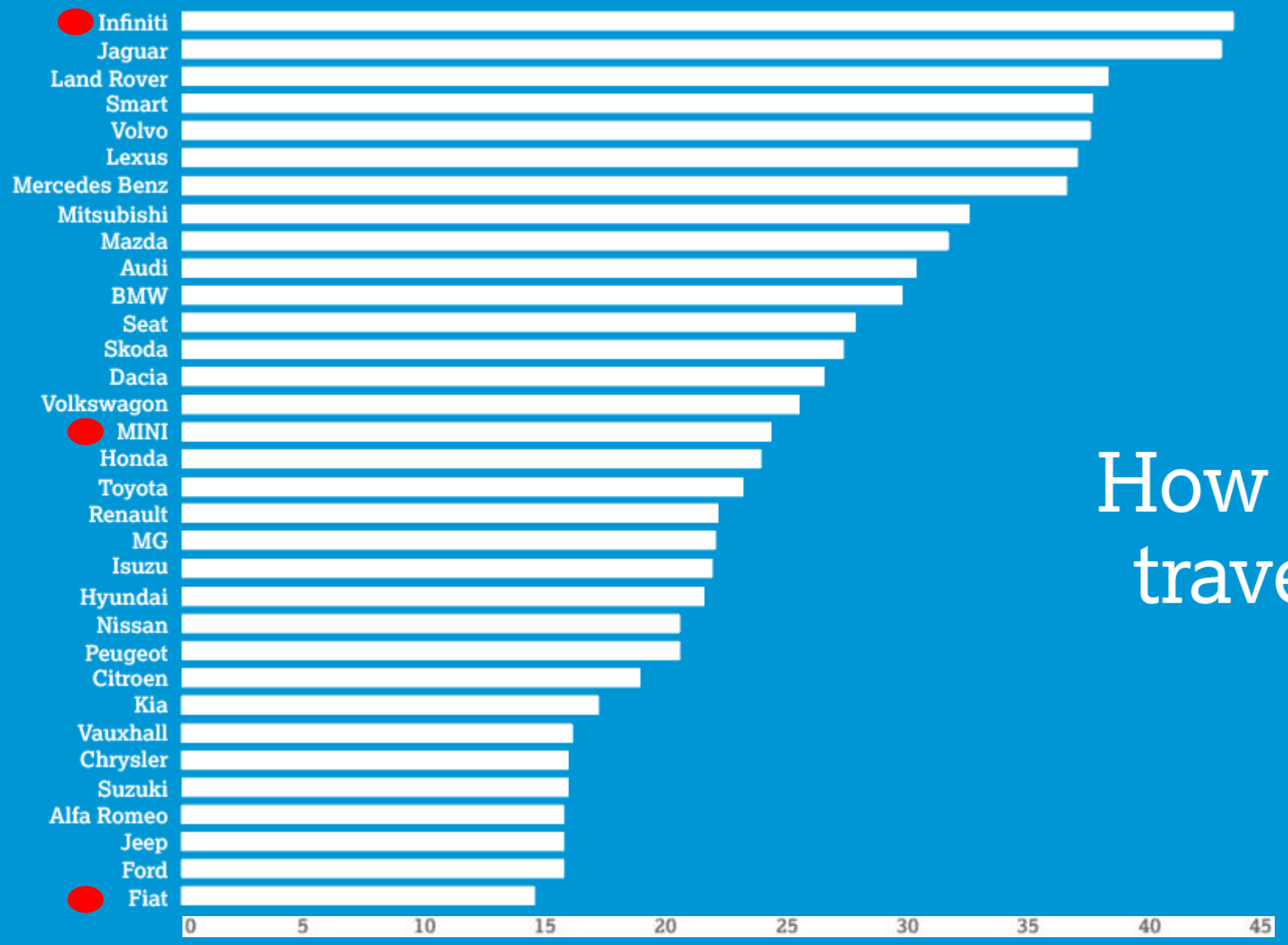
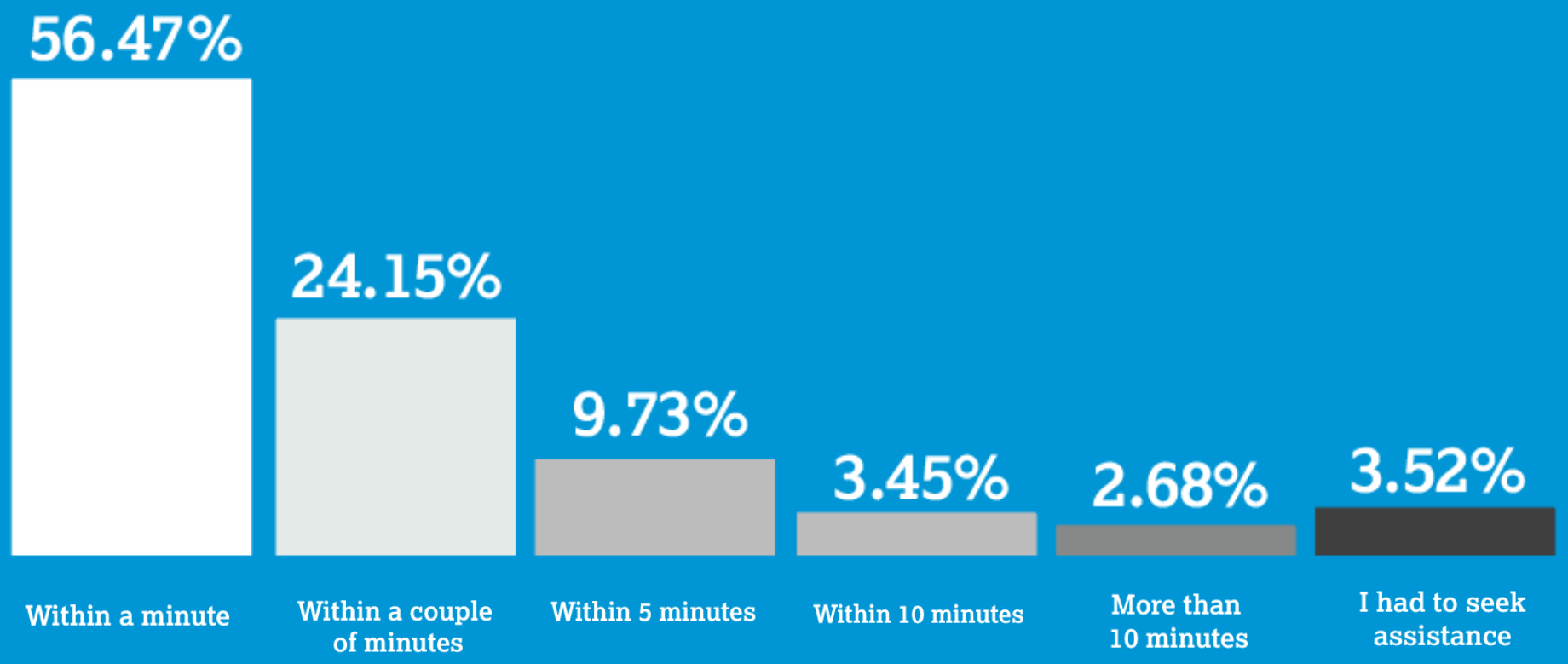


How far will buyers travel for brands?

Based on complete react Survey with valid postcode , from 1 Jan 2018 and 30 September 2018- sample size: 39881
Table exclude supermarket and brand with less than 10 surveys.

How quickly were you welcomed at the dealership?

Percentage of customers greeted at x minutes



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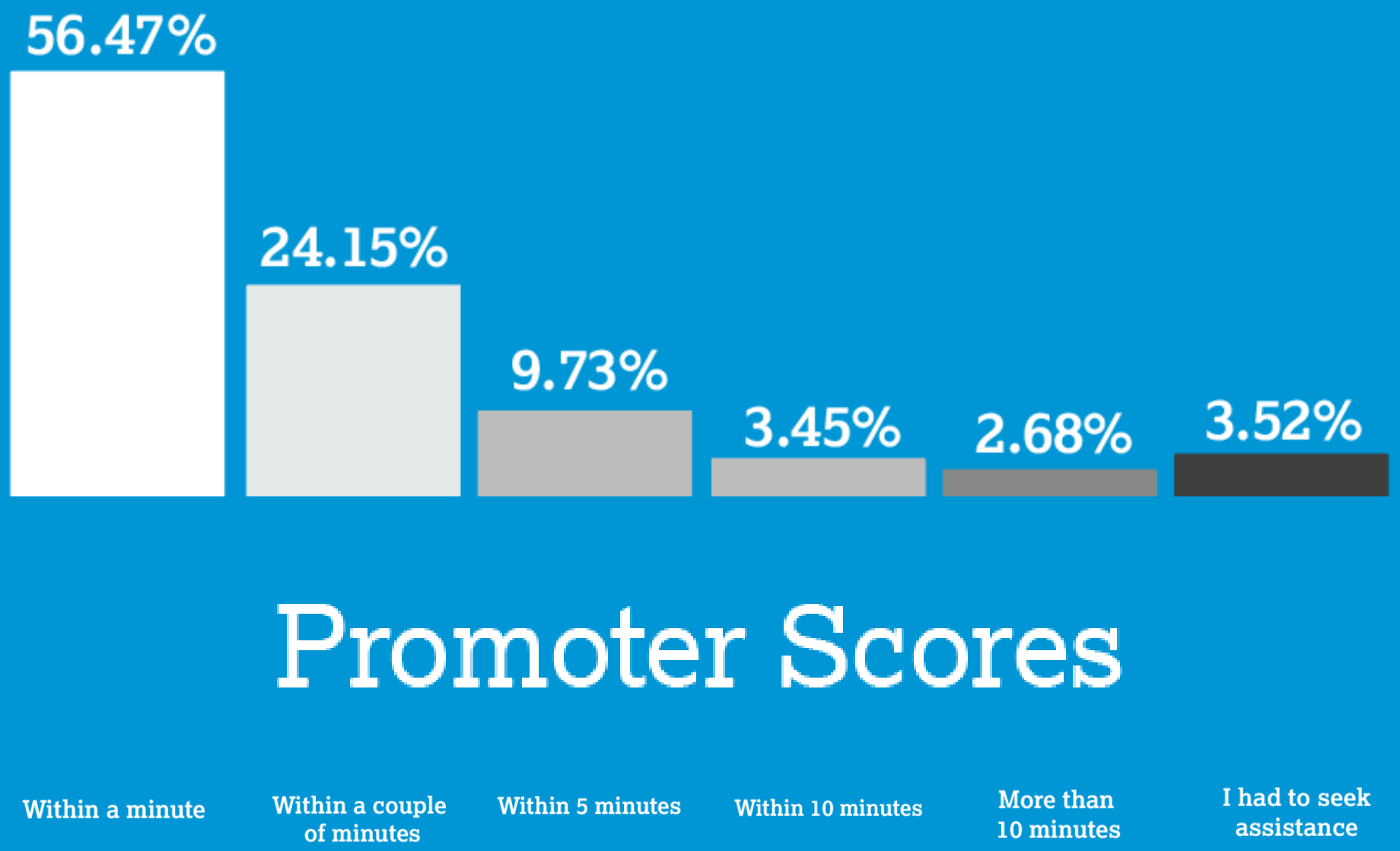

Promoter Scores

Based on complete Proact Survey from 1 Jan 2018 and 30 September 2018- sample size: 32,2010

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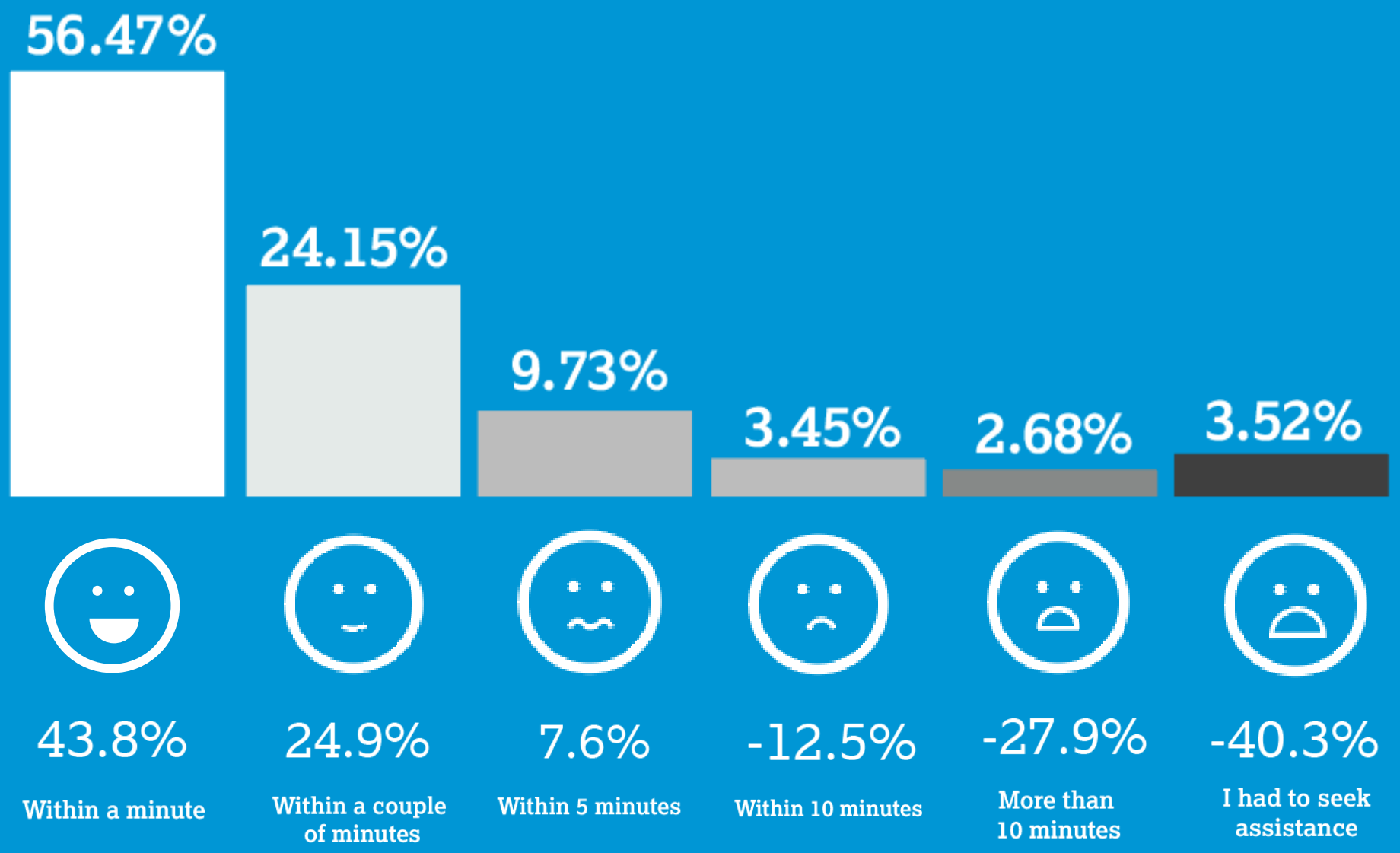

Based on complete Proact Survey from 1 Jan 2018 and 30 September 2018- sample size: 32,2010

"My experience could have been better because the original salesperson I had an appointment with left us waiting outside in the rain while he went in to have a look on the computer for other 7 seater vehiclesin stocks, he never returned. When we went inside to find out where he was he was serving someone else..."

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"My experience was cracking because Tyler stepped in to the breach when it was very busy and would not allow me to have to wait for a team member. Professional and friendly, no pressure to buy, transparent with the extras and advice..."

01423 225166

JudgeService

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The Magnificent Seven

What media matters most?

Lost Sale- Referral

	% from total	would recommend	promoter score
Local (brand) Dealership	35.54%	84.33%	26.7%
Found car on a website	15.55%	75.48%	10.7%
Dealership Website	13.46%	78.19%	23.0%
Past Experience	12.47%	91.06%	55.8%
Family & Friends Recommendation	6.97%	89.39%	49.9%
Google	6.29%	78.55%	18.9%
Near Me	4.77%	81.79%	27.0%
Servicing	4.37%	87.80%	44.7%
Received an offer	3.38%	78.30%	19.4%
Newspaper Ad	0.50%	69.85%	7.4%
Radio Ad	0.38%	79.61%	36.8%
Social Media	0.31%	82.94%	42.8%
TV	0.14%	89.33%	46.6%
Insurance Company Referral	0.02%	80.00%	33.3%

Based on complete Proact Survey who had question 18 (how likely are you to recommend) from 1 Jan 2018 and 30 September 2018- sample size: 55,892

Sale - Referral

	% from total	would recommend	promoter score
Dealership Website	23.78%	96.19%	79.78%
Found car on a website	23.60%	92.87%	67.85%
Local (Brand) Dealership	19.73%	98.06%	78.39%
Past Experience	18.25%	98.29%	86.65%
Family & Friends Recommendation	14.32%	98.06%	87.33%
Near Me	8.05%	96.06%	79.22%
Google	7.51%	94.67%	73.98%
Servicing	5.12%	98.43%	85.39%
Received an offer	2.04%	96.19%	80.23%
Social Media	1.57%	96.11%	81.79%
Newspaper Ad	1.30%	95.60%	78.34%
Radio Ad	1.12%	97.38%	81.78%
TV Ad	0.77%	97.63%	82.95%
Insurance Company Referral	0.09%	97.14%	77.14%

Based on complete React Survey who had question 15 (how likely are you to recommend) from 1 Jan 2018 and 30 September 2018- sample size:42,058

56.46% of sales are online referrals

How does JudgeService help our clients?

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	How satisfied were you with the presentation of our vehicles and premises?	How satisfied were you with the salesperson who dealt with you?	How satisfied were you with the suitability of the car that you were offered to purchase?	How satisfied were you with the amount you were offered for your part exchange?	How satisfied were you with the overall deal?	How satisfied were you with the overall experience with the dealer?	How satisfied were you with the promptness of response?	How satisfied were you with the speed your questions were handled?	How satisfied were you with the salespersons handling of your enquiry?	How satisfied were you with the quality of the information provided?	Were you offered a test drive? - yes	Were you offered a finance package as a way of purchasing the vehicle? - yes	Did you take a test drive? - yes	Would Recommend	Total
Dealership 1	86.65%	81.44%	76.33%	61.73%	66.94%	73.62%	81.68%	82.52%	78.99%	77.48%	63.50%	72.52%	47.45%	71.17%	222
Dealership 2	91.33%	88.29%	77.75%	63.00%	71.66%	76.88%	79.76%	78.57%	75.79%	71.43%	75.41%	58.76%	49.18%	77.32%	97
Dealership 3	85.47%	84.13%	77.53%	63.37%	69.47%	75.82%	83.60%	83.77%	80.52%	74.35%	58.12%	62.93%	33.33%	74.15%	206
Dealership 4	91.79%	86.32%	77.05%	65.35%	70.97%	75.09%	78.98%	83.06%	76.53%	73.47%	62.77%	60.37%	39.36%	71.95%	164
Dealership 5	90.10%	86.72%	79.07%	66.17%	74.94%	76.52%	80.95%	79.95%	81.45%	77.44%	70.18%	69.01%	50.88%	77.19%	171
Dealership 6	90.67%	87.31%	77.39%	62.61%	71.93%	77.61%	77.68%	80.48%	76.15%	74.49%	63.53%	67.02%	42.94%	77.30%	282
	88.72%	85.14%	76.90%	62.26%	68.99%	74.76%	79.44%	79.69%	77.63%	74.11%	65.59%	63.60%	43.02%	73.60%	2720
Selection Average	89.12%	85.47%	77.47%	63.55%	70.87%	75.92%	80.39%	81.70%	78.25%	75.00%	64.65%	65.99%	43.58%	74.76%	1141
JudgeService Average	89.40%	86.72%	78.95%	62.49%	68.42%	79.18%	83.29%	82.98%	81.81%	79.58%	66.36%	60.43%	44.51%	80.37%	11407
JudgeService Average (Top 25%)	100.00%	100.00%	97.89%	78.33%	89.69%	100.00%	98.81%	98.61%	98.94%	97.73%	100.00%	87.34%	44.51%	100.00%	2852

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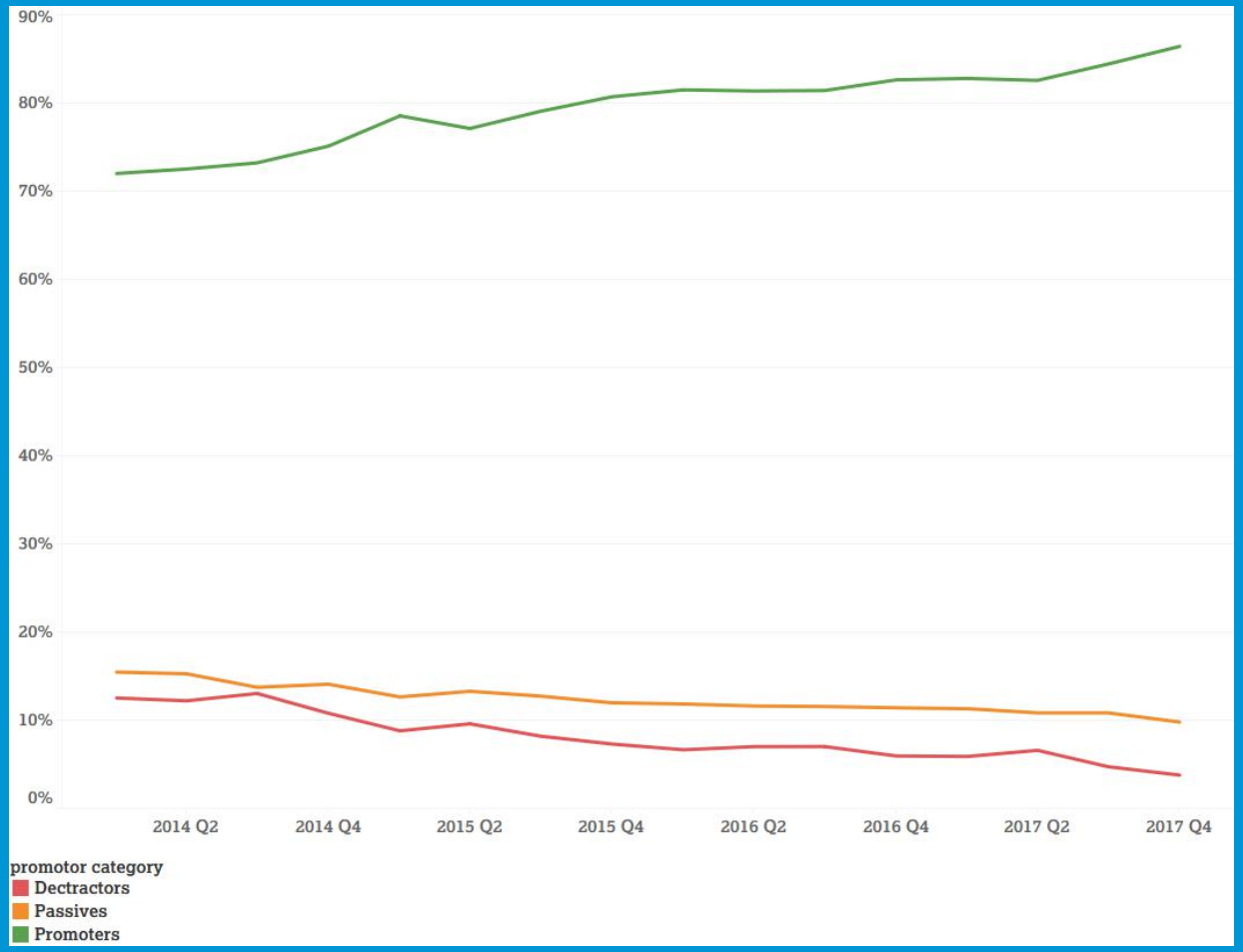
The Magnificent Seven

The JudgeService Effect

JudgeService has been helping over 1,000 British car dealerships reduce their detractors and help them increase #ravingfans



Based on complete ReAct Survey with valid postcode, from 1 Jan 2014 to 31st December 2017 for like for like customers- sample size: 72,771 total

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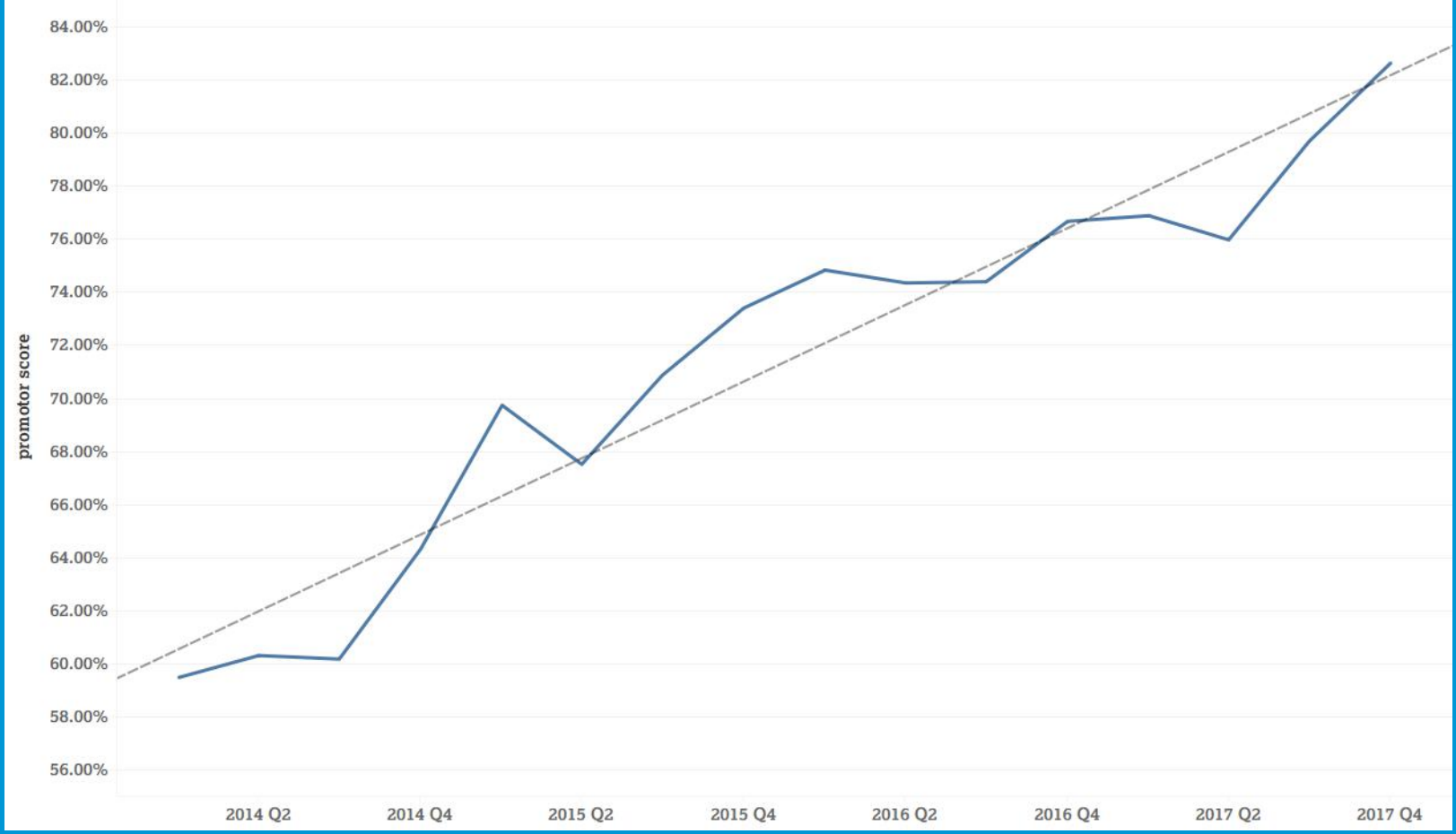
JudgeService customers have improved their promoter score significantly



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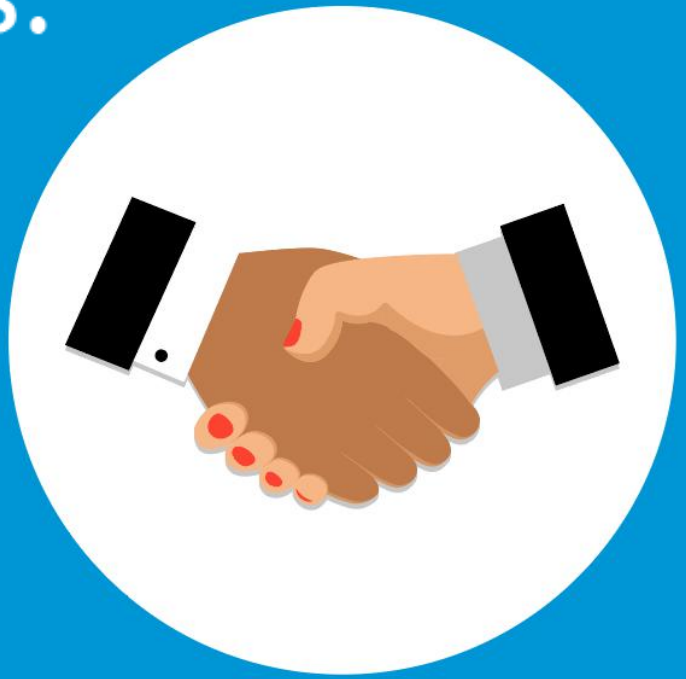
The Magnificent Seven

Meet and Greet.
Attentiveness Matters.



Train your team to explain paperwork, documentation and finance.

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Keep it clean.

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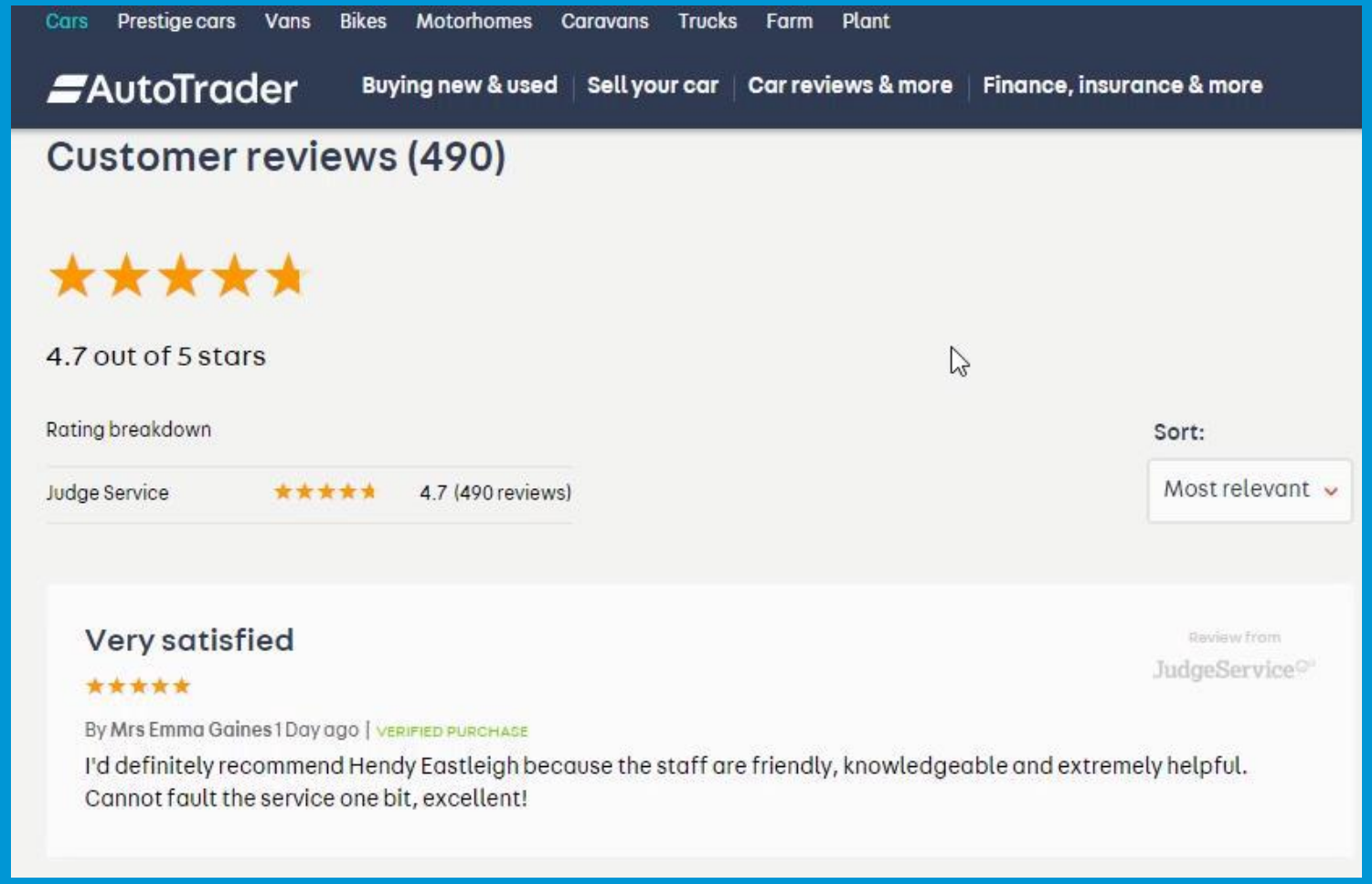
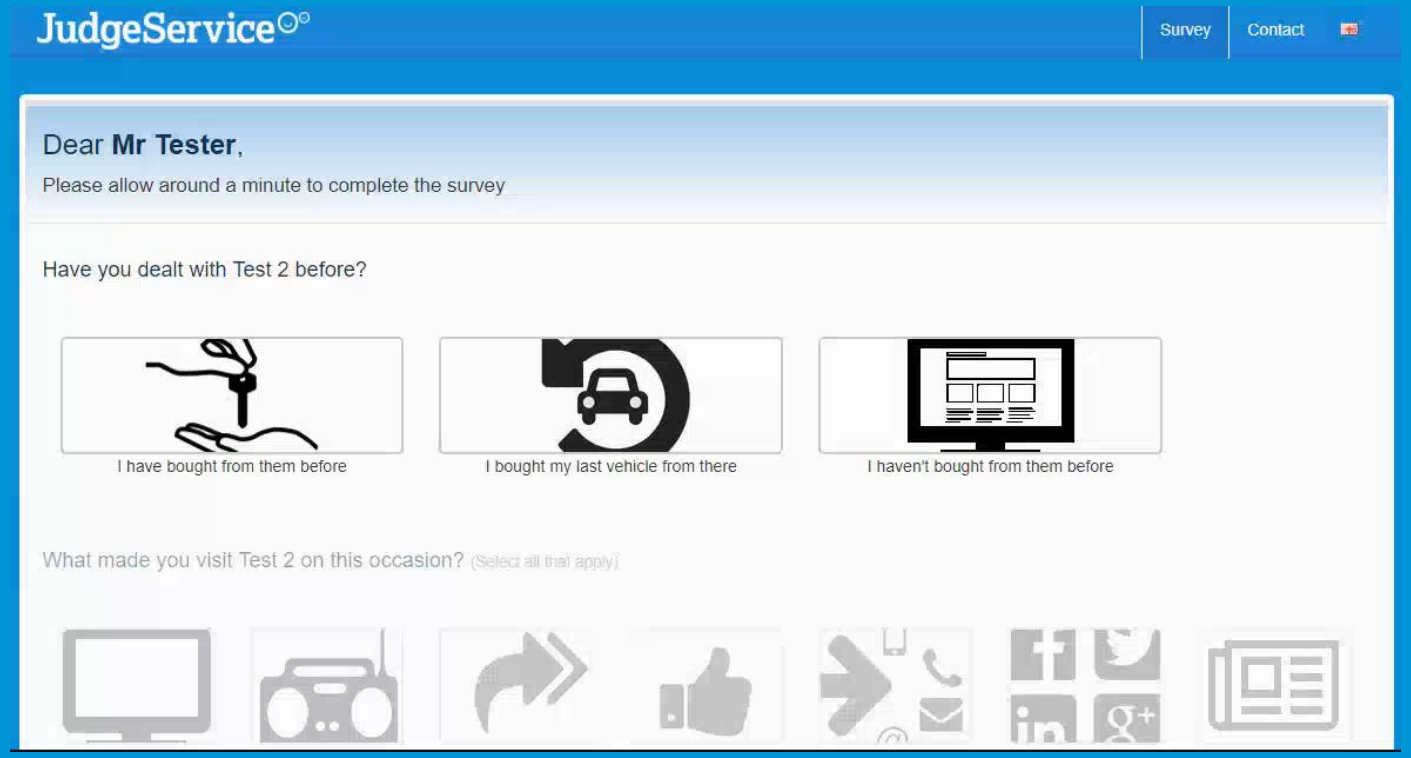
JudgeService

Maximise your web presence.



Invest in customer feedback.



Measure customer satisfaction.

	How satisfied were you with the presentation of our vehicles and premises?	How satisfied were you with the salesperson who dealt with you?	How satisfied were you with the suitability of the car that you were offered to purchase?	How satisfied were you with the amount you were offered for your part exchange?	How satisfied were you with the overall deal?	How satisfied were you with the overall experience with the dealer?	How satisfied were you with the promptness of response?	How satisfied were you with the speed your questions were handled?	How satisfied were you with the salespersons handling of your enquiry?	How satisfied were you with the quality of the information provided?	Were you offered a test drive? - yes	Were you offered a finance package on a way of purchasing the vehicle? - yes	Did you take a test drive? - yes	Would Recommend	Total
Dealership 1	86.65%	81.44%	76.33%	61.73%	66.94%	73.62%	81.68%	82.52%	78.99%	77.48%	63.50%	72.52%	47.45%	71.17%	222
Dealership 2	91.33%	88.29%	77.75%	63.00%	71.66%	76.88%	79.76%	78.57%	75.79%	71.43%	75.41%	58.76%	49.18%	77.32%	97
Dealership 3	85.47%	84.13%	77.53%	63.37%	69.47%	75.82%	83.60%	83.77%	80.52%	74.35%	58.12%	62.93%	33.33%	74.15%	208
Dealership 4	91.79%	86.32%	77.05%	65.35%	70.97%	75.09%	78.98%	83.06%	76.53%	73.47%	62.77%	60.37%	39.36%	71.95%	164
Dealership 5	90.10%	86.72%	79.07%	66.17%	74.94%	76.52%	80.95%	79.95%	81.45%	77.44%	70.18%	69.01%	50.88%	77.19%	171
Dealership 6	90.67%	87.31%	77.39%	62.61%	71.93%	77.61%	77.68%	80.48%	76.15%	74.49%	63.53%	67.02%	42.94%	77.30%	282
	88.72%	85.14%	76.90%	62.26%	68.99%	74.76%	79.44%	79.69%	77.63%	74.11%	65.59%	63.60%	43.02%	73.60%	2720
Selection Average	89.12%	85.47%	77.47%	63.55%	70.87%	75.92%	80.39%	81.70%	78.25%	75.00%	64.65%	65.99%	43.58%	74.76%	1141
JudgeService Average	89.40%	86.72%	78.95%	62.49%	68.42%	79.18%	83.29%	82.98%	81.81%	79.58%	66.36%	60.43%	44.51%	80.37%	11407
JudgeService Average (Top 25%)	100.00%	100.00%	97.89%	78.33%	89.69%	100.00%	98.81%	98.61%	98.94%	97.73%	100.00%	87.34%	44.51%	100.00%	2852

Coffee beans and car mats.

Coffee Beans and Car Mats:
The 5* Review Tipping Point
Fuelling cars with coffee is actually a thing,
and so is losing stars in your reviews over a simple
cup of coffee or set of car mats.

"…in just 8 months, 521 JudgeService reviews have highlighted either coffee, car mats or both as a contributing factor to the score that was given.

With 54% of consumers saying they would buy from a dealership that offers their preferred experience, even if it didn't have the lowest price, our findings emphasise just how much attention to the finer details is really required."*

The Magnificent Seven

Meet and greet. Attentiveness matters.

Train your team to explain paperwork, documentation and finance.

Keep it clean.

Maximise your web presence.

Invest in customer feedback.

Measure customer satisfaction.

Coffee beans and carmats.

Program

1. Customer or Fan?
2. Customer Satisfaction & Stock Turn
3. Which Micro-Moments Matter Most?
4. What's The Effect of Drive Time?
5. What Media Matters Most?
6. The JudgeService Effect
7. The Magnificent Seven

Your route to #ravingfans

STAND B24

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