



**Unlock** the secrets  
of customer loyalty

**JudgeService**©



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# Automotive Specialists



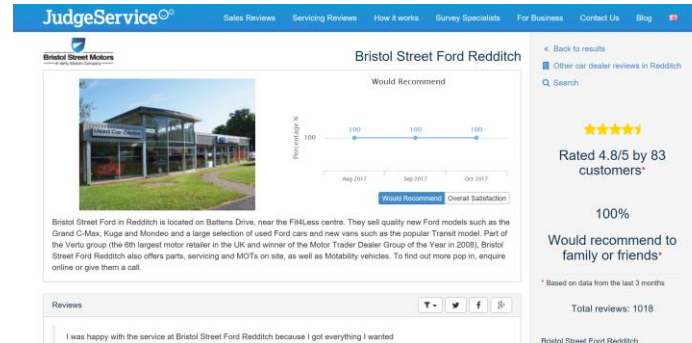
**Find out what your customers really thought of their experience with you**

**Unlock** the secrets  
of customer loyalty

**JudgeService**®  
★★★★★

# Automotive Specialists

- We conduct surveys to create useful, actionable Management Information
- We collate and analyse testimonials / reviews
- We help generate star rankings



Bristol Street Ford Redditch Car Dealership Reviews | Bristol Street ...  
<https://www.judgeservice.com/en-gb/car-dealership/.../Bristol+Street+Ford+Redditch/> ▼  
★★★★★ Rating: 4.8 - 1,014 reviews  
Find genuine car dealership reviews from previous Bristol Street Ford Redditch dealer customers. Read testimonials and recommendations before you buy.

Bristol Street Ford Stroud Car Dealership Reviews | Bristol Street Ford ...  
<https://www.judgeservice.com/en-gb/car-dealership/.../Bristol+Street+Ford+Stroud/> ▼  
★★★★★ Rating: 4.7 - 936 reviews  
Find genuine car dealership reviews from previous Bristol Street Ford Stroud dealer customers. Read testimonials and recommendations before you buy.

Bristol Street Ford Orpington Car Dealership Reviews | Bristol Street ...  
<https://www.judgeservice.com/en-gb/car-dealership/.../Bristol+Street+Ford+Orpington/> ▼  
★★★★★ Rating: 4.6 - 861 reviews  
Find genuine car dealership reviews from previous Bristol Street Ford Orpington dealer customers. Read testimonials and recommendations before you buy.

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JudgeService©  
★★★★★

# Automotive Specialists

- We work with well over 1,000 dealerships
- Over 500,000 surveys so far
- A suite of products that includes customer satisfaction measures for car sales and 'lost prospects'

**ReAct**®

**ProAct**®

**Snap'n'Share**

**Unlock the secrets  
of customer loyalty**

**JudgeService**®  
★★★★★



# Unlocking the secrets...

- Does customer satisfaction matter?
- Understand those that do buy
- Understand those that don't buy
- How can you make it happen?

# Unlocking the secrets...

How do we unlock these secrets?

- 1) Data – hundreds of thousands of rows of data
- 2) A very bright data analyst
- 3) The Voice of the Customer – bringing the data to life
- 4) A real case study of improvement in customer satisfaction

# Does customer satisfaction matter?

- We first wanted to test a critical assumption – does customer satisfaction actually matter?
- To establish this, we ran correlation analysis between overall satisfaction and claimed loyalty

# Does customer satisfaction matter?

We used three key metrics (captured on our surveys) to measure the health of a customer relationship:

1. Customer satisfaction
2. Customer loyalty e.g. likelihood of choosing supplier at next purchase
3. Customer advocacy i.e. likelihood of recommending supplier to others



# Correlation

- The nearer to 1 (One) the stronger the relationship, indicating likely causality
- The nearer to 0 (Zero) the weaker the relationship, indicating causality is unlikely

# Does customer satisfaction matter?

High level independent factors using overall satisfaction as the dependent variable	Co-efficient	P value
Claimed loyalty	0.754	<0.05

There is indeed a positive relationship between the two and that improving overall levels of customer satisfaction does most likely yield commercial benefits

# Customer Satisfaction Matters

- So if we want to create

# RAVING FANS

what do we need to do?

# So what drives Satisfaction

- What are the key drivers to satisfaction?
- Regression analysis around three potential key areas:

**Satisfaction with the presentation of the vehicles and premises**

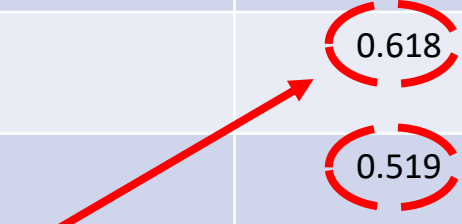
**Satisfaction with the salesperson who dealt with you**

**Satisfaction with the overall deal**

Using 'overall satisfaction' as the dependent variable and three high-level factors as independent variables, regression analysis provides us with the first indications where the broad focus for analysis should be.

Confident that improving overall levels of customer satisfaction would most likely yield commercial benefits, we then needed to understand how to achieve this.

High level independent factors using overall satisfaction as the dependent variable	Co-efficient	P value
Satisfaction with the presentation of the vehicles and premises	0.363	<0.05
Satisfaction with the salesperson who dealt with you	0.618	<0.05
Satisfaction with the overall deal	0.519	<0.05



We can see that all of the factors have some impact on overall satisfaction. Ensuring satisfaction with the salesperson itself absolutely critical. For every 1 point increase in satisfaction with the salesperson on our 1 – 7 scale, overall satisfaction increases by just over half of one point (0.618) and for the overall deal (0.519). Contrast this with presentation where the same 1 point increase only delivers a 0.363 boost in overall satisfaction this equates to around a half less than a 1 point increase in salesperson satisfaction would deliver.

At this point we know the more satisfied a customer is with the salesperson and the overall deal the more likely they are to remain loyal customers.

Attribute
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 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?

At the high level satisfaction with the salesperson itself is most powerful in driving overall satisfaction followed by the overall deal. When broken down the satisfaction with the salesperson is in turn driven by quality of info, speed of questions handled and promptness of response.

We now need to look at one more thing – are there actually low levels of satisfaction in these areas and, if so, where is remedial action most needed? To establish this, we can plot the importance (as measured by the co-efficient) of the high-level factors and the sub-factors against the satisfaction of customers in these areas.



At this point we know the more satisfied a customer is with the salesperson and the overall deal the more likely they are to remain loyal customers.

Attribute	Satisfaction	Co-efficient
How satisfied were you with the suitability of the car that you were offered to purchase?	5.73	0.28
How satisfied were you with the amount you were offered for your part exchange?	4.36	0.30
How satisfied were you with the overall experience with the dealer?	5.71	0.75
<b>How satisfied were you with the promptness of response?</b>	<b>5.78</b>	<b>0.59</b>
<b>How satisfied were you with the speed your questions were handled?</b>	<b>5.82</b>	<b>0.60</b>
How satisfied were you with the salespersons handling of your enquiry?	5.70	0.70
How satisfied were you with the quality of the information provided?	5.64	0.69

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# So, what's that mean?

- The Voice of the Customer
- At points during the rest of the presentation I am going to “Articulate” the statistical point with customer verbatim..



# “What customers say...”



“Sales advisors should be able to make financial decisions rather than leaving the customer sat for an hour just for 1 price of a car. Should be black and white and simple, here’s what you can afford here’s what we can add or change and this is how much it will cost. It’s been made over complicated and very confusing for customers”

# “What customers say...”



“The staff at Lookers Audi Teesside were good because having bought many cars in the past this was the least stressful experience. No hard sell, just plain and simple advice and assistance. Overall a very pleasant transaction.”

# “What customers say...”



“I asked the salesperson for a price and he went off to discuss it in a room with some other people and didn't come back out after about 15 minutes so I ended up leaving.”

“Sales person kept disappearing to ask their manager various questions and each time this took 5-10 mins before coming back again”

# “What customers say...”



“I'd recommend Snows Toyota Southampton to anyone because they know their products, are very professional and explained everything to me in simple terms as I have not bought a car before. I didn't feel under any pressure at any time and enjoyed the friendly and warm approach from Darren who was very patient with all my questions. A lovely experience..... don't believe all people say about car salesmen!!!”



# “What customers say...”



“I'd recommend Perrys Aylesbury to a friend because Paul was very helpful. It's the third car he has helped us buy . Many thanks”

“What customers say...”



“Like syphilis... Avoid, Avoid, Avoid”

# Lessons

- Cherish your sales team
- Continual coaching
- Use data to identify training needs

# Use Data – Traffic Light Report



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	How satisfied were you with the overall look presentation and cleanliness of the site?	How satisfied were you with the attitude of the salesperson during your purchase?	How satisfied were you with the choice of vehicle?	Were you offered finance - yes	Did you borrow elsewhere? - no	How satisfied were you with the explanation of the finance packages available?	How satisfied were you with the explanation of the paperwork and documentation?	How satisfied were you with the attitude of the salesperson during handover?	How satisfied were you with the interior and exterior cleanliness of the vehicle?	How satisfied were you with the mechanical preparation and standard of the vehicle?	Since delivery have you been contacted by someone from the dealership? - yes	Overall how would you rate your experience?	Would Recommend	Total
Employee 1	95.71%	97.14%	92.86%	66.67%	80.00%	95.24%	96.00%	92.86%	92.86%	92.86%	88.00%	95.71%	100.00%	10
Employee 2	92.86%	92.86%	92.86%	66.67%	100.00%	100.00%	92.86%	92.86%	92.86%	92.86%	88.00%	92.86%	100.00%	2
Employee 3	95.71%	91.43%	94.29%	90.91%	100.00%	95.24%	92.86%	94.29%	91.43%	88.57%	76.67%	91.43%	90.00%	10
Employee 4	94.64%	96.43%	92.86%	62.50%	87.50%	81.43%	96.43%	96.43%	96.43%	94.64%	37.50%	91.67%	100.00%	8
Employee 5	91.43%	97.14%	91.43%	88.89%	100.00%	95.43%	94.29%	97.14%	94.29%	94.29%	100.00%	94.29%	100.00%	5
Employee 6	94.29%	97.14%	88.57%	76.67%	90.00%	95.92%	91.43%	95.71%	90.00%	84.29%	88.00%	92.86%	90.00%	10
Employee 7	94.29%	100.00%	94.29%	66.67%	80.00%	100.00%	91.43%	97.14%	100.00%	97.14%	100.00%	97.14%	100.00%	5
Group Average	94.81%	96.87%	93.72%	72.73%	87.88%	94.94%	92.07%	95.24%	94.16%	90.68%	88.18%	93.81%	95.97%	66
Section Average	94.57%	96.00%	92.14%	70.91%	90.00%	95.51%	92.57%	95.14%	93.43%	91.14%	76.67%	93.43%	95.00%	50
JudgeService Average	92.18%	94.88%	91.74%	84.20%	82.33%	89.99%	92.34%	94.71%	92.72%	91.14%	67.21%	91.62%	95.66%	20008

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# Lessons

- Cherish your sales team
- Continual coaching
- Use data to identify training needs
- Use technology to empower your sales team
- Product knowledge



The image shows a computer monitor displaying the JudgeService dashboard. The dashboard features a table with 15 columns representing various sales performance metrics and 8 rows representing different sales representatives. The metrics include 'How satisfied were you with the product?', 'How satisfied were you with the service?', 'How satisfied were you with the price?', 'How satisfied were you with the quality?', 'How satisfied were you with the delivery?', 'How satisfied were you with the customer support?', 'How satisfied were you with the overall experience?', and 'How satisfied were you with the value for money?'. The table also includes a 'Total' column on the right. The data is color-coded, with green indicating high satisfaction and red indicating low satisfaction. The JudgeService logo is visible in the top left corner of the dashboard.

	How satisfied were you with the product?	How satisfied were you with the service?	How satisfied were you with the price?	How satisfied were you with the quality?	How satisfied were you with the delivery?	How satisfied were you with the customer support?	How satisfied were you with the overall experience?	How satisfied were you with the value for money?											
Employee 1	95.11%	97.14%	97.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	10
Employee 2	92.81%	92.81%	92.81%	92.81%	92.81%	92.81%	92.81%	92.81%	92.81%	92.81%	92.81%	92.81%	92.81%	92.81%	92.81%	92.81%	92.81%	92.81%	2
Employee 3	95.11%	97.14%	97.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	10
Employee 4	95.11%	97.14%	97.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	8
Employee 5	95.11%	97.14%	97.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	2
Employee 6	95.11%	97.14%	97.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	10
Employee 7	95.11%	97.14%	97.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	2
Group Average	95.11%	97.14%	97.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	88
Overall Average	95.11%	97.14%	97.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	98.00%	88

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# Lessons

- Cherish your sales team
- Continual coaching
- Use data to identify training needs
- Use technology to empower your sales team
- Product knowledge
- What else?



# Unlock the secrets of customer loyalty

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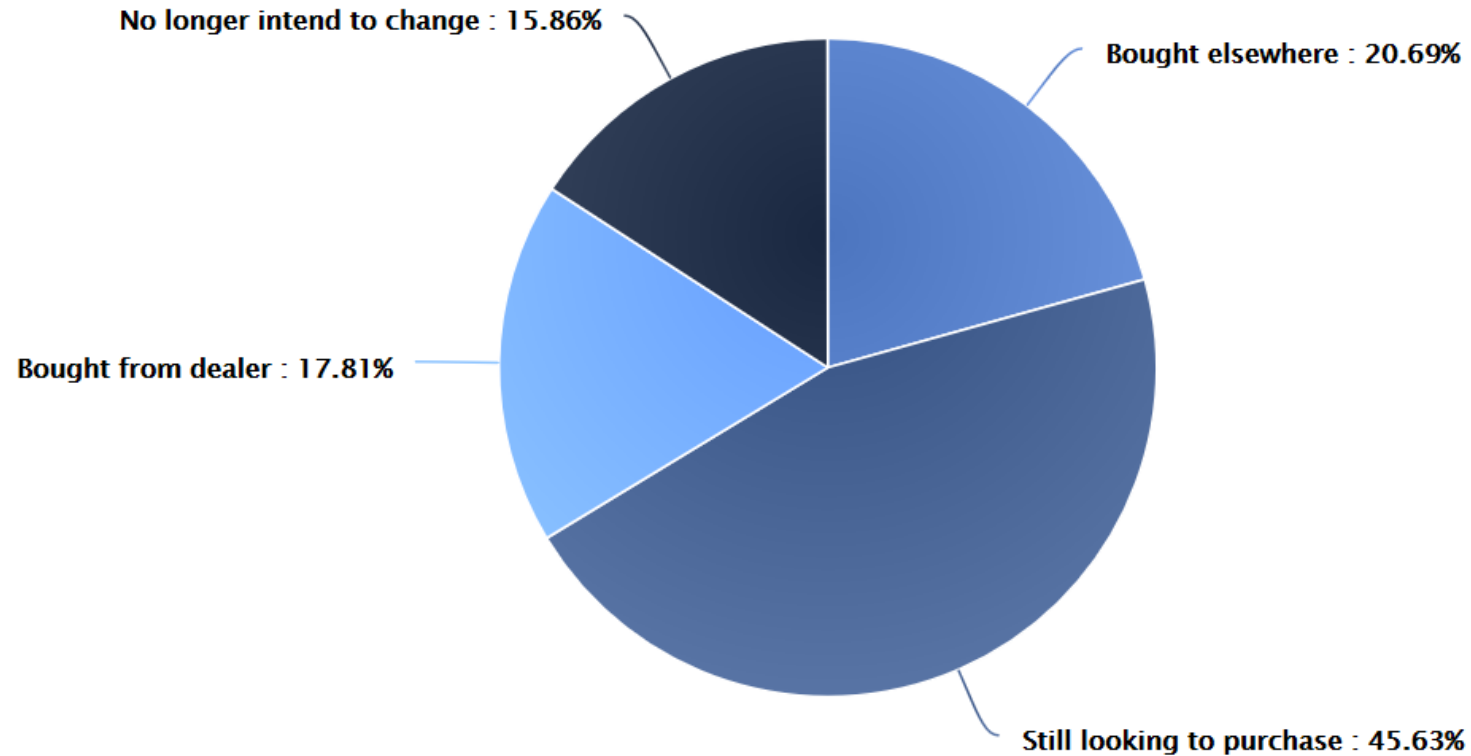


# “The one’s that got away...”

It can be one of the most infuriating aspects of business – why a visitor to your site was not converted to a sale. Wouldn’t it be so much easier if you had the answers at your finger-tips?

The following is based on thousands of calls made by our researchers to lost sales customers

# “Lost sales”



# What other tools do we have?

- Training
- Empowerment
- Product knowledge
- Test drives...

# How much more likely..

..is a customer who has been offered a test drive to buy a car?

If great customer service is a driver for purchasing a vehicle one of the tools in the salespersons toolkit is to offer the customer a test drive. Customers who were offered a test drive were 5 times more likely to go on and purchase a vehicle.

Are you still looking to purchase? Where you offered a test drive?	Bought elsewhere	Bought from the dealer	No longer looking	Still looking
Yes	12%	21%	11%	16%
No	8%	4%	8%	10%

5 times more likely

“The one’s that got away..”

1 in 3 lost sales were NOT  
offered a test drive



## “What customers say...”



“I enquired about an automatic and arranged a test drive and you confirmed that it would be an automatic. when i arrived you said that you didn't have an automatic which i thought was a complete waste of my time.”

# “What customers say...”



“The car we had booked to test drive was not ready. It was smelly and dirty and not presentable for a test drive.”



“I went to look at a car on the Saturday but the battery was dead. I returned on the Sunday with the dealership knowing I was returning to find the car battery had still not been charged in order for me to test drive the vehicle. Very disappointed.”

# “What customers say...”



“I'd definitely recommend Farnell Land Rover Bury to friends and family because the staff were so friendly and efficient and the vehicles on sale were all in immaculate condition with reasonable prices, compared to other dealers we had dealt with.”

# “What customers say...”



“I asked the salesman where he would recommend for a test route and he said just keep it within the industrial estate and didn't even come with me in the car.”



“The test drive was just round the block and when I asked for longer I was told they are too busy”

# “What customers say...”



“I was happy with the service at Baylis Vauxhall Evesham because Gary was very knowledgeable about the car, attentive and took the trouble to meet during my lunch break for a test drive.”



“I'd recommend Farnell Land Rover Bury to a friend because they found the right vehicle for us”

# REMEMBER...

- Its not all bad!

• In fact nearly **96%** of JudgeService clients customers would recommend to friends and family

and overall satisfaction is **93%**

# “What customers say...”



“had a great experience at Hendy Ford Southampton because Robert, the senior sales executive who was patient helpfull in ever way. Becks also helped again friendly and professional. Overall I felt like I had a family member finding me a car. I was a bit fussy but Rob was great and eventually I got the perfect car.”

# Unlocking the secrets...

- Does customer satisfaction matter?
- Understand those that do buy
- Understand those that don't buy
- How can you make it happen?



# Questions?



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