

# CASE STUDY

## MOTOR INDUSTRY

A major industry motor vehicle manufacturer depended heavily on retailer satisfaction surveys as a performance barometer. The traditional manual survey process was laborious, costly and delivered results only months later – too late to rectify urgent problems.

### The Challenge

Find a better, faster way to collect, measure and respond to retailer feedback.

### Our Involvement

#### eValue

Achievement Awards Group used eValue, a web-based strategic performance survey application that combines a needs and performance analysis with real-time reporting, multiple data views and detailed drill-down. It was the perfect tool to:

- measure dealer perceptions,
- track progress in meeting operational objectives,
- identify areas needing urgent intervention,
- create a continuous input/feedback loop with dealers, and
- reduce costs and speed up the research process.

### Results

Results were viewed online, from multiple perspectives and at various levels of detail.

- A total of 512 dealers were surveyed over a two-week period.
- A 61% response rate was achieved – well above the industry norm of 10% - 25%.
- Confidence in the accuracy of sample representation was measured at 95%.
- Immediate and specific survey results allowed for speedy, cost-effective improvements.

The client adopted eValue as an ongoing measurement tool in South Africa, and sees potential for rolling out standardised surveys internationally.



#### Human Performance Consultation and Research

##### Category

Research

##### Product

eValue

##### Budget

Less than R500 000

##### No. of Participants

500