

All the small Big things



The EXPERIENCE you offer,
used to make you stand out
from the crowd.

Now it's the norm.

What/Where are the next set
of experiences?

Dealer experience

We set out to answer Core Dealer Experience Questions

- What are the expectations you are creating at retail/dealer level?
- What experiences are your customers looking for?
- Where can we improve the retail/dealer experience ?
- How can we implement a new dealer retail experience into our business?



What are the expectations you are creating at retail/dealer level?

How do we answer this question?

We use our customer Experience assessment on a representative sample of your dealer network

We use our customer Experience framework and model with the touch point team.



What are the expectations you are creating at retail/dealer level?



What experiences are your customers looking for?

How do we answer this question?

We use our customer experience framework with customers;

Die-hards

New-comers

Near misses

& ...find out!



Where can we improve the retail/dealer experience?

How do we answer this question?

- We take the findings from the customers and CxP customer experience assessment
- This insight is used as a key feed to highlight where the experience fails to meet expectation
- What action is required to 'fix it'.
- The touch point team and CxP team use these feeds to create / identify experience value enhancement

How can we implement a new dealer retail experience into our business?

How do we answer this question?

We produce a CxP customer experience road map; this breaks out the experience enhancement into:- **Quick wins, Big Prizes and Strategic initiatives**

The road map provides a clear project plan with key milestones that define each development phase; from pilot through to roll-out, making it measureable, management and implementable.



How can we implement a new dealer retail experience into our business?

Through our Expert Team
Bringing the best from; Retail, Customer Management, Customer Experience, Project Management and Automotive

1

Peter Lavers
Automotive Customer Management / Experience

Peter is an expert in Relationship Marketing and Customer Experience Management, helping clients deliver value and efficiencies through the alignment of customer/client/citizen propositions and processes throughout lifecycles and across channels.

Peter's strengths are in market analysis, customer strategy & planning, digital engagement, brand/proposition management & communications planning, journey mapping, contact centre implementation & management, process engineering & re-engineering, stakeholder management, customer experience & satisfaction measurement, key performance indicators (KPIs), and systems requirements definition.

He has nearly 30 years' experience in the automotive industry, initially at Rolls-Royce & Bentley and subsequently conducting consulting engagements with Chrysler, Mercedes-Benz, Maybach, McLaren, Kia, Bugatti and Aston Martin.

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Expert Team

2

Mark Hollyoake
Customer
Management /
Experience

Mark's expertise is focused on Customer Experience (CE) and Customer Management (CM) strategy development, CM evaluation and execution of CE/CM improvement plans (inc. organisational modelling), partnership & alliance development, management and implementation programmes. He brings wide cross sector experience and an understanding of automotive gained through Volkswagen Financial services , dealer interaction and BMW.

3

John Graham
Retail Design and
Creative

John Graham is a qualified designer with more than 30 years experience in design. He believes in design solutions that are suitably different rather than simply different. John has been responsible for work that can be seen on 'pretty much' every high street in the UK. John is a Fellow of the Royal Chartered Society of Designers

Key recent major works include: Simply Foods for Marks & Spencer, 6000 sq m store in Lørenskog (Oslo) for Elkjøp, global repack for First Light Foods (New Zealand), 6 month Brand communication programme for Coca-Cola (Europe wide) He brings a good understanding of Design related to automotive gained through work with; SAAB, KIA , Pentagon and Hyundai

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4

Justine Manley
Retail Experience
and Innovation

Justine's proven track record working with companies such as Marks and Spencer, Littlewoods, Habitat and Mothercare, has honed her skills in identifying and maximising the commercial value of Design.

Creating journeys that take the customer seamlessly through a positive end-to-end brand experience, within dynamic 2D and 3D propositions and environments, has empowered commercially successful solutions, whether they are in Retail, Leisure, FMCG arenas, Finance, Logistics, or IT. Utilising her research into customer psychology, future trends and changing social dynamics, coupled with her vast experience of commercial design has led to her creating and Implementing strategic visions and delivering real results that work well – for the customer and client.

5

Michael Cunnah
Project Management

Michael is an expert in change management, project management and commercial development. Making change happen within complex organisational relationships. Michael's expertise has been gained through an extensive career with Guinness, project managing Wembley Stadium and as chief operating officer for Aston Villa football club.

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6

Chris Benham
Retail Execution

Chris Benham is an expert in retail performance improvement, following a 25 year store and strategic change management career at Sainsbury's. Chris's career highlights include organisational design and change programme for a 600 head 'Top 4' UK food retailer Trading function; OD, process and performance improvement for a leading UK hotelier. Chris was responsible for the successful deployment of the Nectar card launch to 11m customers through 130,000 retail colleagues; project and change management for the outsourcing of 350+ store restaurants; programme manager for Customer Obsession which changed the way that Sainsbury's managed and implemented change in store. Chris is probably one of the best 'translators' of retail strategy into operational action in the UK today.

7

Richard Samarasinghe
Retail Innovation

Richard brings expertise and experience within customer experience development and delivery programmes. He's closely involved in franchise development and implementation, having been Sales & Marketing director for the Financial Services Forum, joining from Abbey National where he was retail innovations development director. He was behind retail innovations such as Costa Coffee/ Abbey and Carphone Warehouse within Abbey branches. Exploring and developing innovation within a financial services retail environment. He has significant experience within franchise development and management, coupled to an extensive understanding of retail innovation.

Turning the small big things into a REALITY at customer facing level

Summary

- Identify pain and gain dealers for pilot
- Familiarisation
- Customer experience assessment
- Scoping
- Stakeholder assessment/engagement
- **Insight**
- **Invention**
- **Integration**

