

CoEFFICIENT® Improves Customer Retention at Nissan Canada



CoEFFICIENT made dealers at Nissan Canada **2X** more likely to hit targets and secure quarterly bonuses.

Objectives:

- Drive alignment and focus toward a common goal
- Consolidate data and create a central repository of information
- Encourage cross-functional adoption and participation
- Provide organization-wide visibility into performance

Nissan Canada Inc (NCI) wanted to reward district managers for activities that lead to high customer retention and satisfaction. With the help of CoEFFICIENT, they launched a company-wide rewards program.

Driving Change

Alignment Across the Organization

- Nissan Canada's AfterSales, Customer Quality, and Finance departments pooled their resources to create a dealer incentive program with CoEFFICIENT
- Six months of soft launch communications prepared the company
- The program was rolled out to **50 district managers** and **188 dealerships**, with training support to help drive adoption

Transparency and Accountability

- Thirteen data feeds powering sixteen metrics were consolidated into **one dashboard** to provide visibility into dealership performance
- A clear view of KPIs helped users understand how their actions could help them hit quarterly targets and bonus incentives

“We just all moved in the same direction because we had something to gain by it.”

—NISSAN CANADA PROGRAM MANAGER



Results

After just one quarter, CoEFFICIENT adoption metrics indicate that those who log into the platform at least two days a week are two times more likely to hit quarterly targets and qualify for the program's bonus payouts.

In the end, NCI was able to:

- Align a dispersed organization around the goal of improving customer satisfaction and retention
- Consolidate all KPIs into one central repository
- Drive adoption and usage across 50 district managers and 188 dealerships
- Tie dealer behaviors to actions that result in achieving their bonus



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