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INFINITI.

Infiniti Delivers A Consistent Brand Experience with CoEFFICIENT® Reviews

By implementing CoEFFICIENT Reviews, **Infiniti was able to increase district manager adoption by 38%**, get information back faster, and identify behaviors that improve customer experience.

IMPROVE TRANSPARENCY OF DEALER VISITS	<p>Before CoEFFICIENT Reviews, users had to manually update spreadsheets and attach them to reports to document dealer audits. This process was inefficient and lacked visibility. Since implementing the new module, review submission has increased by 43% and participation by district managers has grown by 38%.</p>
HELP THE FIELD MAKE EFFECTIVE USE OF THEIR TIME	<p>In the new system, district managers complete reviews within five minutes and report on dealers within a week of the visit. In the old process, it could take up to 45 minutes to complete a review and nearly a month before reviews were submitted in the system.</p>
CREATE A CONSISTENT CUSTOMER EXPERIENCE IN EVERY DEALERSHIP	<p>Survey questions in CoEFFICIENT Reviews were written very specifically. With this, dealers understand what actions to take to improve customer experience based on questions they failed. For example, one dealership failed to have a presentable client lounge. The district manager reported a fixture was broken and the coffee was out—clear indications of what to fix to deliver a positive brand experience.</p>
THE RESULTS	<p>Infiniti has experienced positive results in the first few months of adopting CoEFFICIENT Reviews. Corporate not only receives more visibility into strengths and weaknesses of each dealer, but information is also captured faster, and clear actions are identified for improvement.</p>

“The CoEFFICIENT platform enabled Infiniti to deliver a highly efficient and standardized audit process for the field force. It is an important tool to help ensure that our dealerships are held to high standards that impact client satisfaction.”

Jon Miller, Client Experience, Infiniti