

Nissan District Managers Use CoEFFICIENT® to Measure and Improve Brand Standards

CHALLENGE

Customer experience plays a critical role in retention for automotive companies; every touch point after the initial purchase impacts whether a customer returns for service or to purchase their next vehicle. Nissan measures how well its service departments adhere to a set of brand standards in order to ensure dealers are taking the right steps to improve customer retention. Historically, this was done manually through a third party and would take months to get data back. As a result, both corporate and the field teams lacked the visibility needed to address critical issues, and dealers lacked the timely feedback needed to take action. Nissan wanted the ability to have their field team conduct the reviews, enabling them to directly coach their dealers on actionable ways to improve brand standards.

SOLUTION

Nissan partnered with Square Root to create an efficient process for their field teams to survey dealers on brand standards, giving them more timely and actionable information to better coach their dealers. Using CoEFFICIENT, Nissan launched a simple survey platform for their field teams to address customer retention when they conduct their routine dealer visits.

RESULTS

After CoEFFICIENT launched, the field team surveyed 97% of dealers within the first three months, and was able to drive immediate improvements in customer retention across dealerships. Nissan now has an optimal way to measure brand standards for their service departments by utilizing their field teams.

Benefits for corporate:

- Reduce costs from executing internally with existing employees instead of using a third party
- Implement and quickly roll out software to the field
- Adjust and improve upon process in real-time through a simple, intuitive platform
- Get direct feedback from the front lines to better support dealers
- Provide visibility to executive stakeholders

Benefits for field:

- Achieve efficiencies by incorporating a simple, intuitive process into their existing workflow
- Gain actionable insights with real-time data
- Identify trends in the data and coach dealers on how to take action

Benefits for dealers:

- Understand current performance on brand standards
- Identify where to make improvements

“CoEFFICIENT helps our District Managers quickly identify issues and coach dealers on improving brand standards to drive customer retention.”

David Kixmiller, Manager Service Operations, Nissan North America