

SEF step: To be identified

What should be the outcome of the solution: The dealer receives support where needed

KPI: Service 6 & NPS

What do you need (tools): Current results

Who leads it: RAM/RTM

Who is the target audience: To be identified

How to:

Step 1: Using Service 6 and NPS and customer red flags identify areas of potential improvement.

Step 2: Discuss and agree with the retailer where to support.

Step 3: Assess current situation /behaviour.

Step 4: Create and deliver corrective actions/coaching content.

Step 5: Monitor results (KPIs) and appraise situation with participants.

