



Case Study Automotive

This luxury automotive manufacturer desired to motivate its Mainland China dealerships to achieve extraordinary sales goals. The original equipment manufacturer wanted to motivate consistent improvement throughout the year, as well as achieving annual turnover targets for both vehicle sales and after-sales parts and service.

Challenge

Design a program that engaged various levels within the dealership: from Sales Consultants to Technicians to Dealer Principals. The OEM wanted to garner mindshare from each of these vital participant groups, but at the same time, steer clear of complexities that would cause participants to ignore the motivational appeal of the program.

Solution

BI WORLDWIDE China developed a program structure that incorporated quarterly achievement milestones to keep participants energized for the year, while promoting ambitious annual goals. The programs were supported with communications, web-based progress reporting and merchandise awards from an on-line catalogue.

The goal of the program was to achieve Dealer of the Year based on the annual criteria. Top personnel attended prestigious group travel recognition events to places, including South Africa, Australia, Hawaii, Thailand and Hong Kong.



Results

BIW China has been operating these programs since 2011. With 93% of staff eligible to participate in program, the OEM receives tremendous mindshare from the dealerships. The program has contributed to the sale of 75,000+ vehicles annually, helping the OEM achieve 105% sales against the target goal.

The average overall customer satisfaction score for South Africa (2012) was 4.76 out of a total of 5.0, and the average score for Australia (2012) was 4.81 out of a total of 5.0.



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