

Auto Parts (CSAT Survey)

Periodic business outlook and satisfaction surveys of tire dealers in the United States

BUSINESS SITUATION

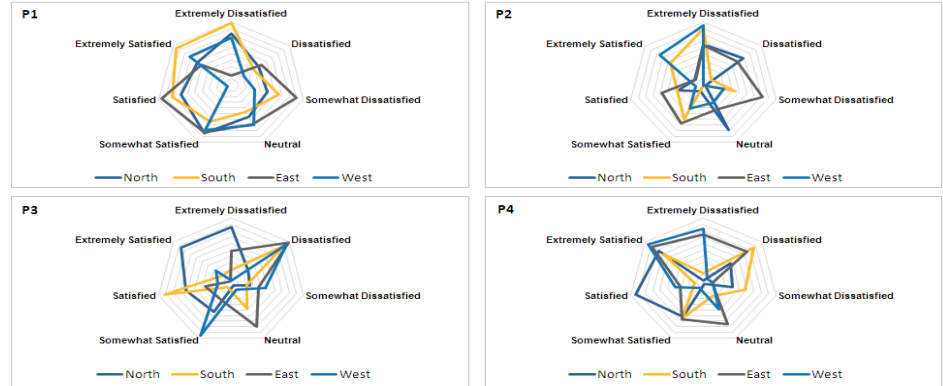
A US-based tire manufacturer was interested in receiving regular feedback from its dealers on two aspects: Satisfaction levels with respect to the company's processes and policies and short-term business outlook

SOLUTION FRAMEWORK

- To support the client's needs, Aranca conducted a bi-annual satisfaction survey of dealers to get both quantitative and qualitative feedback on various aspects relating to policies, processes, marketing support, product quality, etc. Based on the above, suitable action plans for improvement are developed to improve on the 'internal' customer experience
- To provide insight on the client's short-term business outlook:
 - Aranca conducted a monthly channel survey of 200 dealers across different US States using a structured questionnaire in the last week of every month
 - Aranca provided monthly reports to the client on current month analysis / details and comparison with previous months / quarters, highlighting key changes / trends
 - Inputs from the above were used by the client to plan sales promotion strategies for different regions or product categories

SAMPLE ANALYSIS TEMPLATES

Degree of Satisfaction Across Key Parameters – By Region



Historic Trends In Sales And Short Term Outlook – By Region

