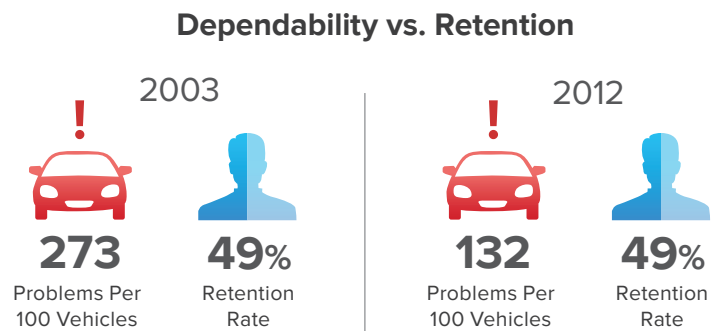# Medallia for the Automotive Industry.

The pursuit of perfection. The ultimate driving machine. The best or nothing. Car companies are obsessed with product innovation. For decades, manufacturers have competed over horsepower, performance, design, and durability, but not until recently have brands recognized that it's not just great cars that bring customers back. It's the sales and service experience, too.

Product Quality Does Not Drive Retention

When it comes to product quality,* vehicles are more dependable than ever. Despite improvements to product dependability, though, when it comes to customer retention, industry progress is flat.

Dependability vs. Retention

2003

273
Problems Per
100 Vehicles

49%
Retention
Rate

2012

132
Problems Per
100 Vehicles

49%
Retention
Rate

Product Differentiation Isn't Enough, Either

Differentiating on product is important, but great cars alone are not enough to drive higher loyalty, because everyone is getting better at making cars. The worst cars today actually have fewer problems than the top-performing cars from 10 years earlier.*

Vehicle Dependability

Best Car
2003

1.93
Problems Per
Vehicle

Worst Car
2012

1.92
Problems Per
Vehicle

Customer Experience Delivered at Every Interaction

The brand builds product, but franchised dealerships deliver customer experience. For meaningful improvement in customer experience, you need software that actually makes it easy for sales managers and service advisors to engage and learn from their own customers in every business unit:

Sales   Service   Advertising   Call Center   Social
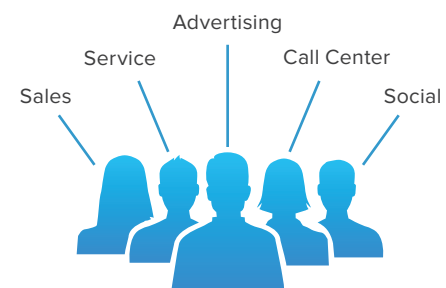
Benefits That Come Standard with Medallia

Medallia's customer experience application allows brands to differentiate beyond product. Improving customer engagement at the dealer level drives sales and service retention, and measuring each touchpoint allows brands to deliver more consistent experiences across franchises, so dealers win in local markets.

Dealer engagement proof point

For Toyota, the number of dealer logins to engage with customer feedback increased over 2.5x after switching to Medallia.

Full reporting mobility frees sales managers and service advisors to be out on the floor. They receive alerts wherever they are, allowing employees to close the loop with customers on mobile, tablet, or desktop.

Retention data tied to satisfaction enables the frontline to see customer experience and retention metrics in tandem. When the dealerships understands how today's satisfaction impacts tomorrow's revenue, change happens.

Integrated social media tracks reviews and social commentary at individual dealerships and provides tools to monitor the competition, so general managers stay one step ahead.
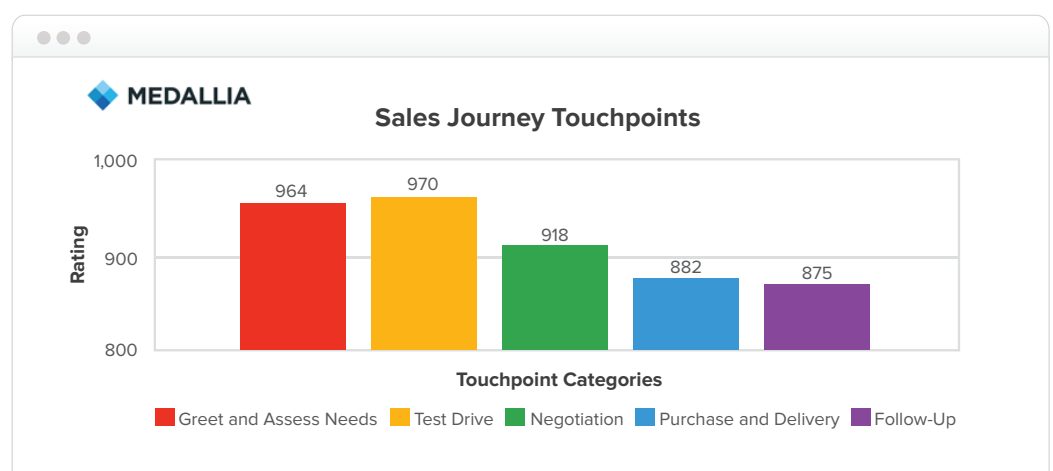
Role-based reporting ensures that feedback is relevant to each sales manager, service advisor, zone manager, or corporate user.

Native text analytics provides real-time root cause analysis on verbatim feedback from both surveys and social media.

Unification of all touchpoints applies to surveys on sales experience or service satisfaction as well as unsolicited commentary in social media. Unifying all feedback into one login ensures that you understand your customers at all touchpoints, from initial greeting to post-visit follow-up.

MEDALLIA

Sales Journey Touchpoints

Rating

1,000

964   970   918   882   875

900

800

Touchpoint Categories

■ Greet and Assess Needs ■ Test Drive ■ Negotiation ■ Purchase and Delivery ■ Follow-Up

* Source: J.D. Power ®

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