



Keeping in touch

In this issue... New loyalty solutions and the first Service Advisors to attain ATA qualifications.

Ken Jervis wins Platinum Award

Congratulations to Ken Jervis for recently winning both the Kia UK Dealer of the Year Award, and the extremely prestigious Platinum Award for European Dealers. David Norwood and his team without a doubt have pushed their business hard in these challenging times to achieve this international recognition.



IMI Awards for Business Measures Ltd

Business Measures Ltd is proud to be the first external provider of the IMI/ATA customer service advisor accreditation programme, and to have recently certified the first batch of service team managers for Mercedes-Benz. The programme was developed by the IMI in response to industry demands for a national certification programme which recognised the importance of the role of the service advisor in a dealership or independent garage.

Nigel Byard, Director of Business Measures Ltd said " In these challenging times, there has never been a more important time to make sure your staff are delivering the best possible experience for your customers" Pictured is Nigel Byard, Business Measures Ltd (left) and Raymond Hunt (lead external moderator) from IMI Awards, the awarding body for the programme following a recent verification visit.

Please contact us on 01782 505005 for further information on how we can help you get your training programmes externally accredited.

Maxiima® ROI

Analysis of the last twelve Maxiima® interventions has revealed an incredible average payback of 452% in the first year! The benefits are almost immediate with a peak in revenue appearing to be about six weeks after the start of the programme although this does vary depending on the issues we encounter.

Of course Maxiima® has other benefits as well as return on investment such as

- Increase in CSI
- Better working environment
- Reduction in complaints
- Increased loyalty (customers and staff)
- Increase in Vehicle sales

The BLD Benchmark

Understanding the real potential of your aftersales business is a difficult thing to grasp. It is however critical for dealers to understand what they should be aspiring to and how far they are away from the average and top performers respectively. The BLD Benchmark identifies

- Strengths and weaknesses of skills in individuals
- The effectiveness of the leadership
- The suitability of the business practices and process
- Technical ability and reasons why first time faults are occurring
- The size of the prize if you changed the above



Latest research shows that 80% of dealers are not meeting their manufacturers warranty requirements and failing to install robust processes that ensure they are not exposed to heavy financial penalties from their manufacturers warranty audit.

At this time can you afford the risk of a poor audit with the consequential penalties.

Using our specialist software we can highlight your dealerships warranty deficiencies and train your staff to ensure compliance and minimise risk. Our solutions are relevant for all dealerships and provide real benefits to your business and cost a fraction of the potential claim improvement.

Software Update

Automotive Advantages sister company www.Business Measures Ltd , has commissioned two more extremely powerful dealer development and analysis tools.

- Automailshot has been created to allow "techie averse" users to send non spam communications to its staff or customers alike about any topic they like. Indeed this mailshot has been created by us using the simple but powerful software.
- **Measure 360** is our automated 360 appraisal system designed to be deployed across organisations in minutes. Normally the 360 appraisal is a very powerful tool but it can be difficult to manage and follow up. Our software solution **Measure 360** keeps track of progress and minimises lost reports and management time.

Measure 360

While the value of 360-degree feedback is often seen in terms of individual development, aggregate reporting of all recipients' results can provide valuable data for the organisation as a whole. It enables leaders to:

- Take advantage of under-utilised personnel strengths to increase productivity
- Avoid the trap of counting on skills that may be weak in the organisation
- Apply human assets data to the valuation of the organisation
- Make succession planning more accurate
- Design more efficient coaching and training initiatives
- Support the organisation in marketing the skills of its members

Take a look @ Measure360.com

About AutoMailShot

AutoMailShot was originally developed in 1999 as an email marketing module to keep customers & employees up-to-date with latest product and service information.

The latest version has been designed specifically to be easy to use with our clients in mind.

Designed and developed in the UK our web based system will easily integrate with your existing systems and provide you with a powerful email marketing solution.

We have a range of flexible payment options for your business.

Keep in touch with your customers with news, information or special offers about your business !

Take a look @ Automailshot.com