

# Aftersales Development

## Typical Issues

Dealership after-sales operations often show combinations of the following; pressure on service lead times, high customer demands, high running costs, poor customer satisfaction results and operational inefficiencies.

Many operations will also experience additional attention on after-sales as a consequence of the changes resulting from block exemption regulations.

After-sales management competence is often compromised due to a lack of full range skills and development from operational management to marketing, with the result that key members of staff are often involved in 'fire fighting' rather than pro-actively involved in efficient generation.

After-sales development programmes generally focus on the servicing and repair of motor vehicles as opposed to the marketable message of an owner 'investing' in continuous 'problem-free' motoring.

After-sales operational processes that do not contain an element of continuous improvement perpetuate the recurrence of costly and repetitive rectification work and customer dissatisfaction.

The lack of a clearly defined customer proposition, supported by consistently applied operational processes, means that inefficiency, poor profitability and suffering customer satisfaction are the shortcomings faced by many after-sales operations.

After-sales development programmes tend regularly to identify the same areas of shortfall and apply rectification techniques, without identifying whether staff are adequately trained, or have the ability to fully understand the impact of operational changes.

## The Solution

This programme incorporates the benefits from a number of highly successful after-sales programmes previously run by **apd** and brings them fluently together in one package. By addressing the 'core' issues affecting under-performance, a new approach to business is made. This changes the focus of dealer activity to Customer Relationship Management, resulting in improvement in both CSI and profitability.

**apd group ltd**  
Regus House  
Windmill Hill Business Park  
Swindon  
SN5 6QR

Head office: +44 (0) 1793 441500  
Fax: +44 (0) 1793 441401  
Website: [www.apd-group.com](http://www.apd-group.com)

The programme develops the correct culture and ethos required to ensure that the necessary changes are implemented. This is achieved not only by supporting operational improvements, but also by staff training and coaching to ensure competency levels are met. This provides staff with a clear and concise understanding of both the improvements required and the impact of change across the business.

**The Benefits:**

- Improved customer relations management
- Increased labour and parts sales
- Improved dealership profitability
- Improved customer satisfaction (CSI)
- Greater penetration of local parc
- More opportunities for new and used vehicle sales

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