

# CS Launch Meeting presentation

## CS Strategy:

CS Vision

CS Mission

CS Targets

CS SWOT

CS Strategy Map

SSI, CSI, ICLI and ESI survey

CSS & ESI follow up meetings

CS Honours/Employer of the year

CS Target achievement celebration

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# Relation between Extremely high customer satisfaction and extremely high profitability

Extremely  
high  
Customer  
Satisfaction

Extremely  
high  
Customer  
Loyalty

Extremely  
high  
Profitability

# CS Strategy



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# CS Strategy

## CS Vision

The Customer First Vision is defined as the desired goal of your organization in terms of achievement and reputation and employee respect.

*Customer First Vision:*

*"To be the Automotive company that sets the standard for sales and service of automotive products. We shall strive to do our utmost to satisfy our customers and to be No. 1. in ranking in the Customer Satisfaction Index by 2025 in both sales and after-sales in eg. "world wide" It is our goal to be known as the company that offers outstanding service!*

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# CS Strategy

## CS Mission

The Customer First Mission defines our present state and aim of the organization:

Customer First Mission:

*We shall strive to be the preferred Automotive Sales and Service point for our customers by delivering outstanding service, value and continuous innovation. It is our goal to offer an exceptional customer experience by consistently training our employees to exceed customer expectations in our outstanding facilities.*

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# CS Vision

Customer First Vision: *To be the Automotive company that sets the standard for sales and service of automotive products. We shall strive to do our utmost to satisfy our customers and to be No. 1. in ranking in the Customer Satisfaction Index by 2025 in both sales and after-sales in eg. Northern Europe. It is our goal to be known as the company that offers outstanding service!*

# CS Mission

Customer first Mission: *We shall strive to be the preferred Automotive Sales and Service point for our customers by delivering outstanding service, value and continuous innovation. It is our goal to offer an exceptional customer experience by consistently training our employees to exceed customer expectations in our outstanding facilities..*

## Business Objectives and Strategy Map

### Measures

### Targets

### Initiatives

#### Financial

Increase Turnover

Increase ROS

Lower Repeat Repair Cost

Net profit  
Net revenue

+1% per year  
+5% per year

Increase customer loyalty with 5% per year

#### Customer

Increase SSI

Increase CSI

Increase ICLI

SSI Score  
CSI Score  
SSI per employee  
CSI per employee  
ICLI Score

SSI Subtargets Sales:  
Q1: 73,5  
Q2: 74,5  
Q3: 75,5  
Q4: 78,5  
CSI Subtargets Sales:  
Q1: 73,5  
Q2: 74,5  
Q3: 75,5  
Q4: 78,5

SSI Survey  
CSI Survey  
Integrated Customer Loyalty Instrument (ICLI)

#### Internal processes

Implement Sales Process

Implement Aftersales process

Improve sales of Service contacts

Sales Process impl. in %  
Service Process impl. in %  
Sold Service Contracts in%

SP 75%  
ASP 75%  
SC 60%

Sales Process Implementation  
Aftersales process implementation

#### Organizational & Training

Increase ESI

Improve knowledge and skills towards great customer experiences/customer journey

Building a winning team

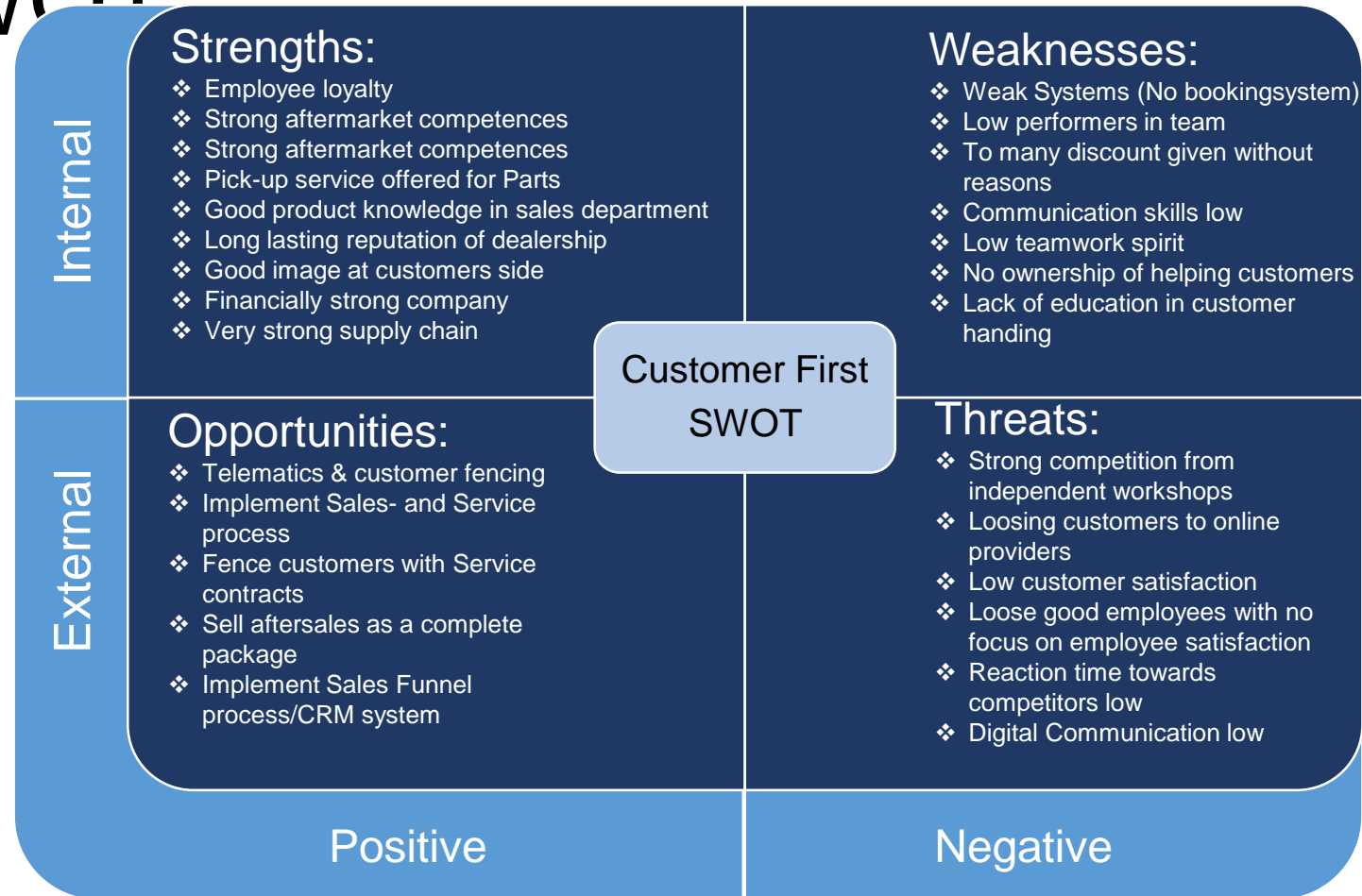
ESI Score  
CS On-boarding  
CS Training  
CS Leadership training

75%  
All  
ALL  
All

Implement ESI survey  
Implement On-boarding programme  
Implement CS Training

# CS Strategy

## CS SWOT



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# CS Strategy

SSI, CSI, ICLI and ESI survey

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# CS Strategy

## CSS & ESI follow up meetings



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# CS Strategy

## CS Honours/Employer of the year

- Mechanic of the year: Highest CSI score of the year, highest turnover per customer throughput, and highest percentage of hours invoiced to customers. This demonstrates the service quality of the work your mechanics perform.
- Service Advisor of the year: Highest CSI score of the year, lowest repeat rate, highest turnover per customer throughput, highest service contract sales.
- Spare Parts Advisor of the year: Highest CSI score of the year, highest sales of spare parts per customer throughout.
- Sales Advisor of the year: Highest SSI score of the year, highest vehicle sales per year, highest penetration rate of sales of service contracts

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# CS Strategy

CS Target achievement celebration

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