

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