



## Measurement of Customer Satisfaction (CSI)

An effective CSI programme provides both Importer and Dealer with a better understanding of customer needs and expectations offering effective guidelines for the further development of the retail network, individual dealerships and their employees.

- TGM Ukraine has already established with one customer a programme for measuring customer satisfaction (CSI) as required by a leading automotive manufacturer.
- CSI is the basis for high customer retention and customer loyalty. Loyal customers and high profits go along with each other.
- First results and its impact on the development of the retailer organisation are currently being analysed.

### The advantages of the program implementation for a distributor:

- CSI – a managing tool which allows to control how a separate dealer satisfies its customers
- Dealership network status monitoring. A clear evaluation of each separate dealer in the results matrix. The more often it is provided the closer it is to the “real time regime”
- The program can clear out to what extent a customer experience of owning a car corresponds to the customer’s expectations about the product and the dealer
- CSI – a balanced data source from the customers, based on the efficiency of dealer’s activities, which allows to undertake planned actions due to the results
- It guarantees that dealer correspond to dealers standards
- CSI – a useful tool, based on the “customers requirements and needs”, for the dealership development as a whole
- The program provides with an additional key indicator of dealer activities (KPI) – often used as a main indicator – for a maximum objective distributing of a dealer mark
- The results of distributing a dealer mark often cover the costs for carrying out the analysis of customer satisfaction index
- Getting the information about the customers demographics with its further use for marketing campaigns, actions, and other marketing steps
- The more precise planning of dealership network training
- Assuming fast measures to deal with “hot” problems.

### The advantages of the program implementation for a dealer:

- The program gives a dealer the latest evaluation of a customer experience and defines those kinds of activities and processes in which the dealer didn’t manage to correspond to customers expectations
- It allows for a dealer to know better the needs and expectations of its customers
- CSI reports provide a dealer with the information about its weaknesses in dealing with customers and their satisfaction
- It guarantees that a dealer will correspond to the business processes standards.
- A dealer can further develop its infrastructure, personnel and processes to meet the customers needs and expectations to a greater extent
- Getting an objective information on the definite problems which need to be eliminated as soon as possible.