

## INCREASE SALES, RETENTION AND PROFIT

Our Immersion sessions harness the power of **candid customer conversations** to inform and motivate your team to deliver best in class customer service.

### WHAT WE DELIVER

Two, 90-minute, evening sessions at your dealership each with 6-8 customers



An expert automotive researcher moderating the session



Potential for all staff to watch and listen to real customer feedback



A facilitated Q&A session after the event to discuss feedback



A free debrief report delivered within 3 working days



### DEALERSHIP BENEFITS

Hear candid customer views on the topics relevant to your dealership

Receive objective analysis and interpretation

Build staff understanding, rapport and motivation around customers

Gain immediate feedback and engagement with your team

A concise set of learnings and actionable recommendations

### INFORM



Customer feedback on topics that matter to them

### LISTEN AND LEARN



Watched by your staff in another part of the dealership



Option for remote viewing via video-conference to be fully inclusive

### MOTIVE AND ACT



Immediate reaction and feedback after the session and follow-up report

**Talk to us today to find out more.**

Contact Ed Mellor, Head of Research Services, on 07421 136986 or [edwardm@lake-research.com](mailto:edwardm@lake-research.com)

## OUTPERFORM THE COMPETITION ON CUSTOMER SERVICE

Whilst everyone talks about **delivering the best customer service**, few invest the time for their staff to listen to, learn from and really understand their customers.

### FROM TALKING THE TALK



“We strive to **exceed customer expectations** in creating pleasure in ownership by providing a hassle free experience to everyone we come in contact with”

LIPSCOMB



“Our company’s aim is to **provide excellent customer service** and we are always delighted to hear your positive feedback”

MOTORLINE



“We are committed to **putting our customers first** and we strive to deliver excellent customer service every time”

GROUP 1 AUTOMOTIVE



“We are passionate about making the car buying process an **enjoyable experience**, with our team of professional staff, that you can **trust and rely on**”

BARRETTTS

### TO WALKING THE WALK



Invest to deliver on your vision for excellent customer service



Really get to understand and know your customers



Inform and motivate your staff to be their very best



Increase customer loyalty and drive financial performance

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## INCREASE SALES, RETENTION AND PROFIT

We have the expertise and experience to get customers to tell you what they genuinely think about your customer service and how to **exceed their expectations**.

### Typical areas we explore

#### The Sales / Service Process

- How customers feel during the process
- How proactive staff members are

#### Customer and Staff Interaction

- Timeliness and effectiveness of interaction
- Dealing with issues and complaints

#### Aesthetics

- The look and feel of the dealership
- The reception, viewing, toilet areas

#### Advertising & Comms

- Awareness of local advertising
- Effectiveness of dealer sales and promotional materials and website

### Typical probing questions

- ? What makes you feel truly valued as a customer of this dealership?
- ? What was your best-ever experience as a customer at any car dealer?
- ? If you oversaw this dealership, what three changes would you make?
- ? What staff actions genuinely make a difference to you?
- ? What words would you use to describe the dealership at their best and at their worst?
- ? What should the dealership stop, start, continue doing?

**WE CUSTOMISE AREAS DISCUSSED BASED ON YOUR INDIVIDUAL NEEDS**

## FREQUENTLY ASKED QUESTIONS

#### How do you get people to come to the sessions?

We telephone recruit people from your customer lists, subject to customers permission being given. We offer a cash incentive to attend the session. This is standard for market research.

#### I'm only interested in learning about my service department – can I focus on that?

Yes, we can recruit your customers according to the services they've had with you, e.g. those who have had a recent service experience. We select and recruit the type of customers you want to know about.

#### What members of staff and how many can watch the Customer Immersion session?

We encourage all staff members to attend in person. Everyone has a role to play in delighting customers. The sessions are a great way to motivate staff. Video-conferencing facilities do allow people to view remotely.

#### How can you reassure us and our customers that this is bona fide research?

Lake Market Research is a company partner of the Market Research Society (MRS) and adheres to all professional standards as well as Data Privacy and GDPR requirements.

#### How do you interpret and present the results back to us?

We provide two levels of feedback. Our moderator gives a verbal debrief immediately after each immersion session which encourages staff interaction. We also provide a report with actionable recommendations.

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