



Global Data Services - GDS/W/C

● Data Drives Growth in India

Introduction: Creating a Clear Picture of Dealer Performance

- Leading Asian car manufacturer wants a more consistent and comprehensive analysis of its dealer network performance in India.
- Turned to ASE Automotive Solutions for a more strategic approach integrating data collection and analysis with expert local consultancy.
- Now the client's senior leadership team and retail network directors have more effective discussions with their dealers informed by accurate local, regional and national market insights.

The Challenge: Evolve to Meet New Opportunities

- Indian car market evolving as used cars become more relevant to consumers creating new opportunities for dealers in aftermarket sales and purchasing.
- Client needed a set of customised key performance indicators (KPIs) to benchmark performance at the local, regional and national level.
- Working with nearly 250 dealers this Asian car brand previously collected composite financial data manually, which lacked useful, consistent insights on dealer performance.

ASE Approach: Customised Data Analysis

- **Phase One:**
Helped dealers to collate accurate composite financial data and enable the business to develop unique KPIs to benchmark performance at local, regional and national level.
- **Phase Two:**
ASE Automotive Solutions compiles this data for the majority of the client's dealer network, then conducts close meetings every month with the brand's senior leadership and its regional retail network directors. Meetings identify any performance issues, understand the implications of emissions controls regulation on the business and create opportunities to grow revenue in areas such as aftermarket sales for used cars.

Outcomes:

- Client is now able to accurately analyse the performance of its dealer network at the local, regional and national level.
- This reporting has become an integral part of strategy reviews for the business.

Next Steps:

- In 2020 ASE Automotive Solutions will begin implementing profit clinics and 1:1 coaching sessions for dealerships to enable them to grow new revenue streams.
- Sessions will focus on improving the return-on-sales for new and used cars, as well as identify additional opportunities around used cars to improve the capacity of service centres to drive productivity, reduce costs and enhance customer service.