

Case study – passenger car OEM in Asia

Passenger car OEM in Asia – we implemented a standardized way of selling and improved processes at ~70 dealers nationwide leading to a ~25% uplift over ~6 months

Situation

- International **passenger car OEM in Asia** with a **< 3% market share** and aspiring to double it's sales
- Client had **no new launches in pipeline** for the next ~2 years; **dealerships faced low returns from business** and were contemplating moving out
- Senior management had recently faced **significant churn and severe friction b/w HQ and Asia leadership**

What we did

- Conducted an **end to end diagnostic of the client's marketing & sales practices and dealer operations** to identify weak links and opportunities to provide a sales boost to retain dealers until new launches could hit the market
- Built **custom modules on target setting, lead generation, lead conversion and performance tracking to be implemented at dealerships**
- **Piloted the program** at 11 dealerships in Asia
- In the next phase, **expanded the scope to ~70 dealers across ~35 cities covering ~70% of sales volumes**

Impact

- Pilot markets showed an **up-lift of ~25% over a period 3 months**
- Established a **standardized way of selling** across dealerships – with **process adherence going up to 90-100%** on most parameters
- During national roll-out, the **“high compliance” dealerships overachieved targets by ~20% while the “low-compliance” ones fell ~25% short of targets**
- Motivated **dealer partners encouraged to continue relationship** with the client