



CLIENT STORY | DEALERSHIP PERFORMANCE MEASUREMENT AND IMPROVEMENT FOR AN OEM

Region :
 INDIA

Consulting Services :
 PERFORMANCE IMPROVEMENT

CLIENT SITUATION

- A leading player in India in commercial vehicles with about 150 dealer branches across the country was looking for a system to develop, evolve, monitor and manage the dealer network
- Avalon Consulting was approached to design and implement the system

OUR APPROACH

- Ideation and creation of the dealer scorecard model through international OE benchmarking, discussions with dealers, managers, other stake holders, and conducting workshops all across the country, to finalize the parameters / factors
- Getting consensus with all key dealers and senior management team within client organization on the essentials of the Performance Scorecard
- Finalizing the implementation plan for the Performance Score Card and drilling down the plan to individual dealerships and their network of branches (about 150)
- Implementation of the dealer scorecard
 - Data reporting and capturing system
 - Establishing the target setting process
 - Training and sensitization of the entire organization to the dealer scorecard
 - Audit planning and execution. Score generation for the first few quarters
 - Supporting the implementation process appropriately through reviews

OUR RECOMMENDATION/ IMPACT

- The system has been rolled out across all their dealers and forms the bedrock of the dealership management initiatives for the OEM.
- We have also subsequently worked with dealerships to improve their scores in the evaluation