



**DEKRA ABC**  
**Delivers Sales**  
**Outperformance**  
**and Top ROI**

DEKRA On the safe side

Case Study DEKRA Consulting



A major automotive brand, together with its partners at DEKRA, faced major challenges to its ongoing UK network coaching program when Covid-19 restrictions began. The DEKRA experts moved quickly to adapt their methodology to meet the challenge. The result was a resounding success. The program delivered an exceptional ROI, continued performance improvement and proof that **DEKRA's Advanced Blended Coaching (DEKRA ABC)** works: dealerships implementing DEKRA's program outperformed those that did not with greater sales than ever, even amidst the turmoil of the global pandemic.

### Devising a Pandemic-Proof Coaching Solution

This auto industry leader had chosen DEKRA as a long-term partner for improving and refining their network performance in the UK. These interventions initially featured on-site coaching, which was no longer possible or practicable under Covid-19 restrictions. To prevent a complete disruption of the program and potential losses in progress already made, the team at DEKRA needed to respond quickly. Their task was to adapt the existing program so that they could continue to share their expertise and work toward the project's goals despite external limitations. They succeeded spectacularly, creating a program that maximized ROI, performance gains and engagement.

### Advanced Blended Coaching (ABC) for Flexibility and Consistency

2021 was the first full year in which the new program was in place. Dealers within the UK network were invited to join based on their potential, willingness and receptivity. The expert program designers at DEKRA had linked each coaching and training module they created to 30 specific KPIs to ensure that they were driving performance in the right direction.



## Virtual One-to-One Sessions

with subject specialist coaches



## Group Training Webinars

to support  
individualized content



## Digital Learning

to reinforce information



Content delivery involved a blend of coaching and learning modalities:

- > Virtual one-to-one sessions with subject specialist coaches
- > Group Training Webinars to support individualized content
- > Digital learning on specific topics (mystery shop, for example) to reinforce information covered in coaching sessions and webinars

The reach and frequency of these interventions far outpaced what could be achieved through a traditional, strictly in-person approach and at the same yielded a substantial ROI. Rather than 10 on-site visits with attendant travel expenses, participants had access to 40 interventions with 3-4 virtual sessions available daily, at a cost reduction of about 25%. Digital group sessions and webinars were collected as well to form a library of content so that topics could be revisited as required. An additional advantage was the flexibility that virtual coaching and learning provided, especially since our experts ensured that all modules were standardized for quality and consistency.

The reception among participants was overwhelmingly positive. Engagement was high, with very few cancellations of remote sessions, and responses to the surveys conducted following interventions yielded a satisfaction rate of 9.95/10 and a willingness to recommend the program of 9.97/10. Overall, the program exerted a “pull effect,” with dealers requesting to participate rather than being required to do so.

# Average Growth Outperformance

\* Average Retailer Performance Management, LEAD and BOOST Growth Outperformance over the programme in regard to Retail Growth Outperformance, Used Car Outperformance and Small and Medium-Sized Enterprise Outperformance.



## Outperformance Through Digital Learning and Coaching

While the feedback over the first year of implementation was extremely favorable, the company's own figures quantifying annual performance gains provided decisive proof of the program's success. In every category—new and used cars, business and retail sales—the dealers who participated in the DEKRA program outperformed a peer group of a roughly comparable size and makeup. They also far exceeded the brand's minimum benchmark, in some cases by 80%. With an ROI this good, the project is practically self-funding.

The success of DEKRA's blended methodology has also drawn the attention of international awards committees. In 2021, based on the UK program, DEKRA won global innovation awards in two categories, solidifying its position as a recognized leader driving advanced solutions to challenges in the automotive sector.

A success story:  
**Peer group outperformance**  
and increased ROI



## DEKRA Business Consulting

For companies in the automotive sector committed to improving sales performance and customer satisfaction, DEKRA Business Consulting combines industry expertise and experience with innovation and adaptability. Our approach meets the challenges of an evolving market and a dynamic consumer landscape. Looking back on over twenty years of successful collaboration with the auto industry, we share our knowledge and engage fully with innovations and technologies that are shaping the future. Our vision empowers our partners to transform, adapt and thrive.

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