



Seamless Service |  
Outstanding CX |

The background features a dark green, monochromatic aesthetic. In the foreground, a laptop is visible, its screen displaying several data visualization charts, including a prominent line graph with multiple peaks and troughs. The background is filled with a field of glowing green particles of varying sizes, creating a sense of digital activity and data flow.

# DRIVING AUTOMOTIVE CUSTOMER LOYALTY

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Industry: Automotive Group

# OVERVIEW

Our client, a **National Automotive Group** ranked within the **AM100** and generating **over £3 billion in annual turnover**, operates across a large UK retail network representing multiple leading vehicle manufacturers. With strong market share and ambitious growth targets, the group recognised that sustained success would depend not only on operational efficiency, but on delivering consistently exceptional customer experiences.

As AI continues to move to the forefront of many industries, organisations are recognising both its potential and its limits. The group has identified that while the rapid shift toward automation and machine-driven contact is growing, it also creates an opportunity to differentiate through meaningful personal interaction. With a high-value customer base, the group believes it would be inappropriate to treat customers as a commodity. Instead, it places strong emphasis on building genuine relationships while using smart technology and AI to support and enhance human performance rather than replace it. In this way, technology becomes an enabler. Empowering people to deliver more informed, responsive and personalised experiences for every customer.

In a competitive automotive landscape where inter-retailer performance is closely monitored by manufacturers, even marginal gains in customer satisfaction can significantly impact brand standing, manufacturer bonuses, and long-term retention.



# THE CHALLENGE

While the group consistently delivered high volumes of vehicle sales and aftersales services, leadership identified an opportunity to strengthen the post-service customer journey.

## KEY CHALLENGES INCLUDED:



Limited visibility of customer sentiment after service visits



Missed opportunities to proactively resolve residual concerns



Inconsistent satisfaction performance across sites



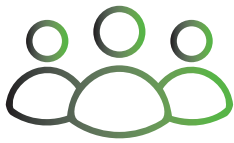
Competitive pressure in manufacturer inter-retailer comparisons

The group needed a structured, scalable approach to capturing real-time customer feedback and turning insight into measurable improvement.



# OUR APPROACH

## OUR TEAM IMPLEMENTED A POST-SERVICE CUSTOMER CONTACT PROGRAMME DESIGNED TO:



Engage customers shortly after their service appointment



Measure satisfaction levels and overall experience



Identify and escalate unresolved concerns quickly



Provide actionable reporting to local management and senior leadership

Each customer interaction focused not just on scoring satisfaction, but on understanding sentiment. Where issues were identified, we ensured they were fed back immediately to dealership teams, enabling rapid resolution before dissatisfaction could escalate or formal complaints arise.

In addition, we provided:

- ✓ Performance dashboards at site and group level
- ✓ Trend analysis to highlight recurring operational themes
- ✓ Prescription fulfilment accuracy
- ✓ Comparative benchmarking insights to support manufacturer reporting



# THE IMPORTANCE OF CUSTOMER SATISFACTION IN AUTOMOTIVE RETAIL

In automotive retail, customer satisfaction is more than a metric - it directly influences:



Manufacturer bonus structures



Inter-retailer league table positioning



Online reputation and review scores



Repeat purchase rates



Long-term servicing loyalty

Customers who feel heard and valued are significantly more likely to return for future servicing, warranty work, and ultimately their next vehicle purchase. Conversely, unresolved dissatisfaction can quickly lead to lost lifetime value and negative brand impact.

By proactively engaging customers post-service, the group demonstrated a clear commitment to accountability and service excellence - strengthening trust at every touchpoint.



# THE RESULTS

Our team implemented a post-service customer contact programme designed to:



Increased overall customer satisfaction scores across the network



Faster resolution of residual service issues



Exceptional performance in manufacturer inter-retailer comparisons



Improved customer retention and repeat service bookings



Enhanced reputation for responsiveness and customer care

- ✓ Dealership teams reported greater confidence in handling customer concerns, while leadership gained clearer visibility of performance trends and operational risks.
- ✓ Most importantly, customers experienced a seamless journey - knowing their feedback mattered and that the business was committed to continuous improvement.

# CONCLUSION

For this AM 100 automotive leader, customer satisfaction became a strategic lever for performance, not just a compliance measure. By embedding structured post-service engagement into their customer journey, the group strengthened loyalty, improved manufacturer standing, and protected long-term revenue.

In a sector where experience increasingly defines competitive advantage, proactive customer engagement has proven to be a powerful driver of sustained success.



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## PHONE

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0330 159 2626

## EMAIL

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[info@bdmcx.com](mailto:info@bdmcx.com)

## ADDRESS

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**UK** | Greenacre Court, Station Road,  
Burgess Hill, West Sussex, RH15 9DS

**SA** | 2nd Floor, Wembley Square 1,  
Solon Street, Gardens, 8001, Cape Town