

Customer Satisfaction Tracker





idea7 SSI/CSI Tracker

SSI/CSI Tracker is a software tool developed by **idea7 Automotive** to facilitate the tracking of Sales/Service Satisfaction Index at automotive Dealerships/Manufacturer & OEMs levels. It works on real time on the basis of feedback data input at the Dealerships/Manufacturer. The Dealerships/Manufacturer can key in the data from the standardized feedback forms into the SSI/CSI tracker system & generate various reports that provide an insight into the state of customer satisfaction at the Dealerships/Manufacturer. Also the OEM can access the dealership data separately & jointly to report various trends in customer satisfaction.

SSI/CSI Tracker generates following reports:

Summary Report (Dealership/Manufacturer Regional/Manufacturer National)

This is a report that gives a quick overview of the state of SSI/CSI at the above mentioned levels. It can be generated for a particular Assessment Period (Period for which the SSI/CSI is being calculated) & Assessment Block (The short interludes of assessment period on which the movement of SSI/CSI is tracked, this is relevant only to a trend report). Summary Report has following components

SSI/CSI Rating

It is the overall reflection of the dealership or Manufacturer. Dealerships/Manufacturers should target for continuous improvement on this parameter. This is also aligned to J D Power SSI/CSI & so the performance of this parameter is likely to affect the performance on J D Power SSI/CSI.

SSI/CSI Trend

This chart shows the movement of SSI/CSI over the given period. The utility of this chart is to understand the historical movement of SSI/CSI & relate to the steps taken in past, establish cause effect relationship & decide the direction for future.

SSI/CSI Charts for Various Assessment Centers

A dealership/manufacture has various units which contribute to its overall performance on SSI/CSI. They are Sales Consultants, Products, Branches, ROs. As dealership's SSI/CSI depends on individual SSI/CSI of Sales Consultants, products, ROs, branches etc. it is important to track their SSI/CSIs separately, compare mutually, correlate with each other & assign individual targets for improvement. These charts help the Dealerships/Manufacturer do all this analysis.



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Key Performance & Key Concern Diagnostics

A statement of things going wrong or right may not be sufficient from improvement perspective. One needs to understand the reasons or factors responsible for performance or non performance. This chart gives a quick view of where the dealership is **doing well (Key Performance)**-so needs to maintain & where the dealership is **not doing well (Key concern)** -so needs critical attention. All areas where Dealerships/Manufacturer performance is average are ignored here.

This chart in nutshell lists down the actionable points for the dealership.

Detailed Report

The next step to a summary report is detailed report & it basically helps in understanding in detail: the performance of various units/assessment centers, response break ups etc. If studied thoroughly this report gives the SSI/CSI performance in entirety. A detailed report can be generated for the dealership/manufacturer as a whole, any product, any branch or any sales consultant. The various components of detailed report are

Summary Report

The first two pages of the Detailed Report are replica of the Summary Report & can be studied as explained earlier.

Response Distribution

Page 3 & 4 of the Detailed Report carry the response distribution charts for the questions of feedback forms. These charts give a break up of customer population with respect to the ratings that have given to the assessment centre. This can be used to understand the views of customers on various parameters & the intensity of the same. It can also help in diagnosis of problem areas & deciding the actionable points for the Dealerships/Manufacturer.

Over All Customer Rating

The objective of this analysis is to align idea7 SSI/CSI tracking to J D Power SSI/CSI. The parameters & their relevant weightages are very close to the J D Power SSI/CSI & so if the dealership's performance is good here the chances of J D Power SSI/CSI rating being higher are better. This should be used again to assess the overall situation & identify the focus areas to improve J D Power scores.





Customized Reports

Idea7 SSI/CSI tracker also generates customized reports for trends & comparison that can be used for benchmarking & diagnostics. Customized reports are of two types



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Trend Report

It shows the historical movement of SSI/CSI for particular assessment center/centers over a period & can help in understanding the cause effect relationship of various steps taken/ events happened at the dealership.

Comparison Report

It can be generated to compare various assessment centers, benchmark & decide the focus areas.

Product Options & Customization

This product is available in separate modules for SSI or CSI tracking. It is also available in economy version having a standalone Dealership Tracker. The application & tracker research design can be customized as per the requirement of a manufacturer.

For more details & a demo write to us on assist@idea7.net



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