

# CUSTOMER EXPERIENCE & DEALER SOP ANALYSIS

For a Two wheeler manufacturer struggling with product experience, non-standard after-market dealership and Customer experience



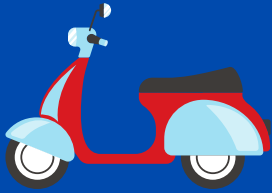
TRANSFORMATION GUIDE

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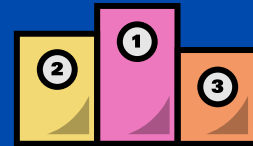
INDUSTRY SECTOR - AUTO

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# CLIENT SITUATION



**Not enough +WOM on Product experience**



**Company witnessing strong competition, losing market share**



**Dealer SOP adherence weak. Non-standardized After-market experience.**



**Customer walk-in & post purchase experience complaints**



**Revenue leakages**

# SERVICES PROVIDED

Browne & Mohan consultants conducted service walk through audit at several dealer locations.



- Identify service gaps
- service bottlenecks and waiting periods
- SOP non-compliance
- Product selling and after sales issues
- Physical infra upkeep, access and customer walk-in management
- User trial experience
- Parts and service billing
- Warranty issues

# KEY DELIVERABLES



SOP  
for dealer, refined  
sales, parts and  
services

Must  
have and good to have  
product features,  
product benchmark

After-market  
organization structure,  
controls