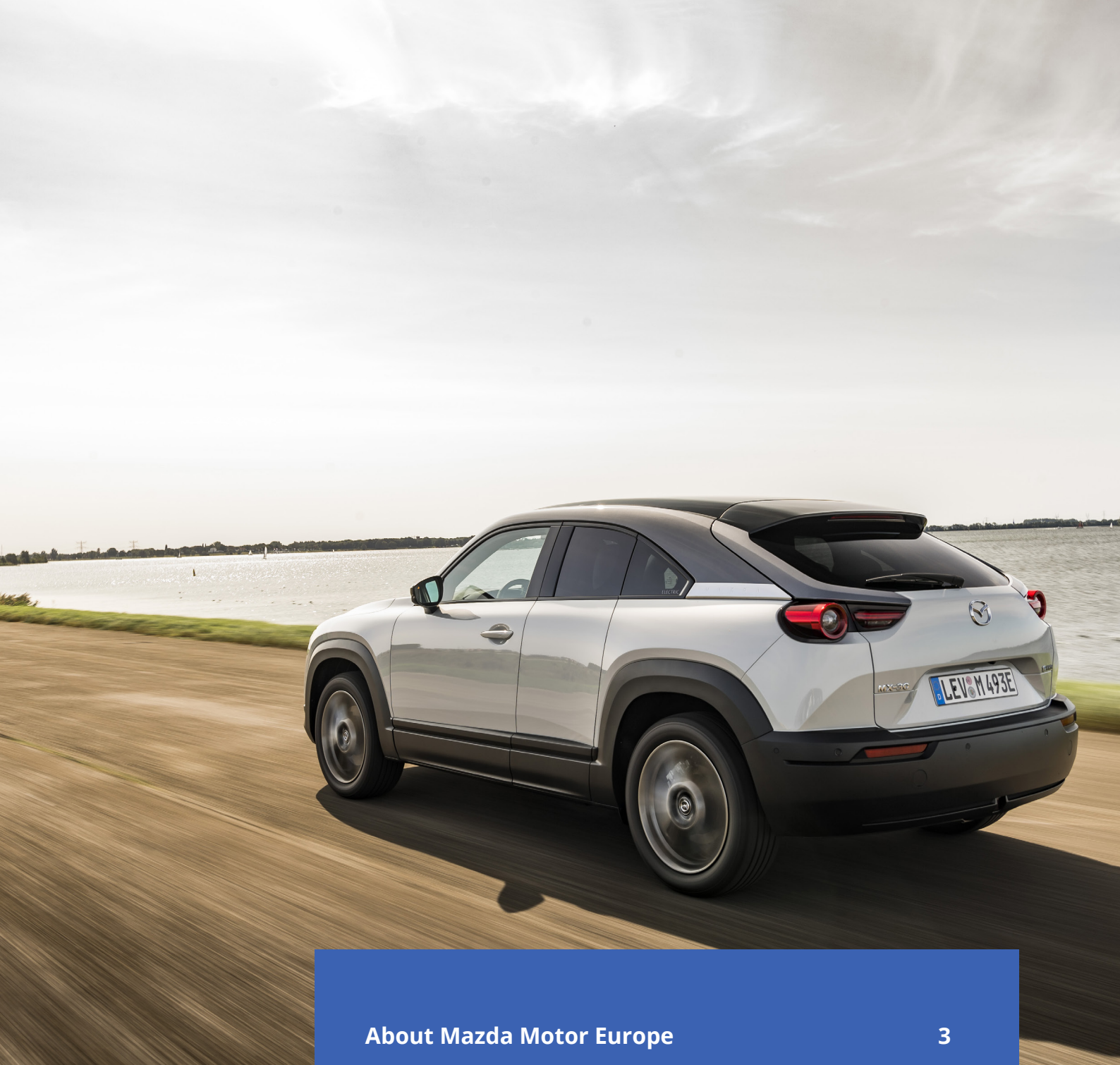


Mazda Case Study

How 54% of Mazda Motor Europe's regional markets increased customer satisfaction of sales in one year with Customer Alliance





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Mazda Drives Customer Satisfaction by Strengthening its Online Presence

Mazda Motor Europe utilises Customer Alliance to enhance its online reputation, gaining actionable customer insights.



About Mazda Motor Europe

Overlooking the banks of the Rhine in Leverkusen, Germany, Mazda Motor Europe GmbH (MME) serves as the regional headquarters for Mazda in Europe. The company has established local suppliers and operations in over 30 countries to implement the exceptional strategies of its Japanese parent company Mazda.

54%

of the regional markets have shown an increase in their customer satisfaction score of sales from last year (2019)

79%

of the regional markets have shown an increase in their customer satisfaction score of service from last year

2%

increase in Net Promoter Score (NPS) score from last year



Introduction

Mazda Motor Europe has successfully developed unique relationships throughout Europe while representing the singular essence of the brand: Celebrate Driving. The consumer's enjoyment of its product is key to MME, and the company continues to focus on elevating customer experience.

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CUSTOMER ALLIANCE

The Need for Consumer Insights and Online Reputation Management

Google reveals that 95% of automobile purchases still happen onsite at the dealership. That exact same percentage (yes, 95%) is also the percentage of car buyers who use digital channels as a source of information.

Why do we manage reviews in the automotive industry? The Facts:

90% of the car buying process is spent researching online.



While car sales today start online, more than **95%** of purchases still happen at the dealership.



78% of shoppers use third-party sites to shop for cars.



All dealers should actively collect online reviews. For example, car dealers with reviews on Autoscout24 receive **54%** more inquiries about their offered cars than dealers without reviews.

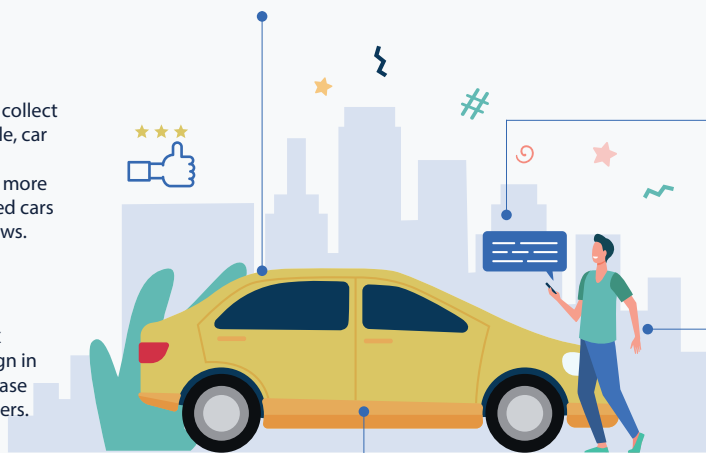


Customer experience is **3x** stronger than vehicle design in influencing the final purchase decision for Gen Y consumers.

Twice as many car buyers start their research online vs. at a dealer.



32% of car buyers post a review on social media. **67%** look at reviews before buying.



72% of car buyers would drive 30–95 kilometers for a dealership with good reviews.

95% of car buyers use digital channels as a source of information.

Autoscout24 2016 - Mehr Sterne, Mehr Vertrauen
 Autotrader 2016 - Car Buyer Journey
 DrivingSales 2017 - Easiest way to get more leads and sales
 ThinkWithGoogle 2017 - Automotive Shopper Study
 Hyundai Motor America - Internal Study
 ThinkWithGoogle - The Car-Buying Process: One Consumer's 900+ Digital Interactions
 McKinsey 2014 - Eight Trends Shaping Digital Marketing in the Auto Industry
 Dekra Automotive 2018 - Top Ten Showroom Secrets to Ensure Sales Success in 2018
 Deloitte 2018 - Taking a look at serving automotive OEMs and dealers

Mazda Motor Europe operates on the principle “One Voice to the Customer” and wanted to ensure its digital presence and customer engagement reflected the excellence of its onsite service. The company needed to strengthen its centralised effort to capture customer feedback which is crucial not only to better understand customer needs and respond in real-time to complaints but also to amplify the large amount of positive

customer feedback the company receives across different web channels. Additionally, boasting some 1600 dealerships in its vast network, MME needed a robust platform providing an overview for top management to compare dealerships performances as well as one that offered a way to implement a unified approach to customer service.

Customising a Digital Engagement Strategy

Mazda Motor Europe selected the Voice of the Customer SaaS provider Customer Alliance to create a digital customer feedback and engagement strategy consisting of the following:

Gaining Actionable Customer Insights

Mazda Motor Europe built a customer journey designed to fit its automotive industrial needs with the Customer Experience Platform of Customer Alliance. This involved:



Creating multiple automated touchpoints for client communication



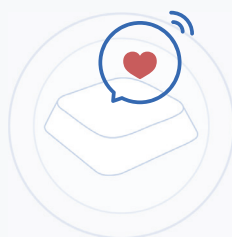
Distributing and collecting multi-channel satisfaction surveys in multiple languages



Monitoring and managing online reviews in one platform

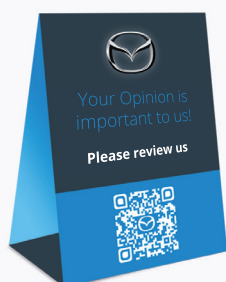
The company was able to craft automated touchpoints to ensure client communication occurred after a dealership visit. They could engage with customers offsite via email or SMS.

Collect feedback to gain valuable insights on your car models and new features



Get direct feedback on models or features

Position tablets, beacons or QR-codes next to cars in your showrooms or exhibitions to collect feedback on the new facelift, new features or dealerships.



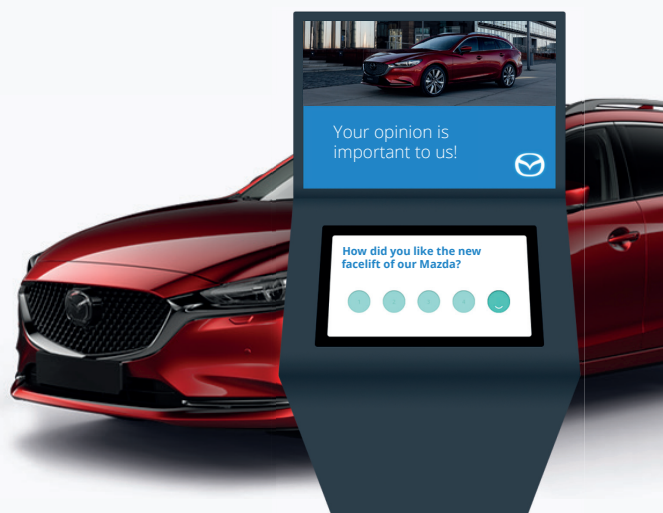
Steer traffic to online channels

Provide additional information about the exhibited car model and link to Mazda social channels, website or car configurator.

RESEARCH

Walk-In/ Car Model Survey

Collect feedback on your car models at POS, trade fairs or other shows



Boosting Online Reputation

“At Mazda we want to offer an excellent customer experience. That’s why we encourage our customers to provide feedback after their visit to one of our dealer partners in Germany. The insights we receive help us to better understand our customers’ needs and they are also increasingly important for new customers seeking information before making their purchase decision.”

Alexander Wagner,
*Manager Dealer & Customer Insights –
Analysis and Systems at
Mazda Motors Deutschland.*

In research collated by DEKRA, 67% of car buyers look at reviews before purchasing a vehicle, implying that managing online reviews is crucial for dealerships’ success.

To stay on top of external reviews, Mazda dealerships in Europe had the ability to manage all reviews in one place. Dealerships were notified in real time of any negative reviews below 60% to provide them with the opportunity to win back unhappy customers.

Mazda Germany also implemented Customer Alliance’s widget. This is a popup displaying the company’s average external ratings to the individual visiting the company site and includes a Call-To-Action (CTA) button allowing for internal linking.

Mazda Germany decided to use the widget’s CTA button to redirect to a link for booking a test drive and quickly saw results. Within the first 4 months of installing the widget, the dealerships of Mazda Germany had 7,410 clicks on the button within the widget which took website visitors to the link “Book a Test Drive”.

This honest display of reviews helped to build trust between the brand and its potential customers as it brought further authenticity to the brand.



Internal Unity

Mazda Motor Europe desired to roll out its new customer engagement strategy to ensure its European dealerships were aligned.

This proved easy to do with Customer Alliance's scalable software-as-a-service solution, which provided its powerful tools in 30 languages to cover Mazda's European outlets. Five large onsite workshops were held in key cities across Europe for higher management, as well as over 20 interactive webinar trainings to onboard dealerships to the new software.

Knowledge is power. In Customer Alliance's platform, Mazda's European headquarters has one overview comparing dealerships within multiple quantitative and qualitative parameters. In its next step with Customer Alliance, MME will also utilise Customer Alliance's benchmarking analytics by which it can compare its reputation to that of its competitors across Europe.

Insights at headquarters' fingertips



Real-time analytics

Analyse customer satisfaction across touchpoints in real time. Plus, identify low performers vs. top performers.



Net Promoter Score

Track NPS on a dealership level or aggregated for NSC, country, city etc.



Group and cluster data

Aggregate data as needed



Semantics

Go beyond numbers to look at the sentiment of feedback.



Targets

Define and monitor targets for main KPIs.



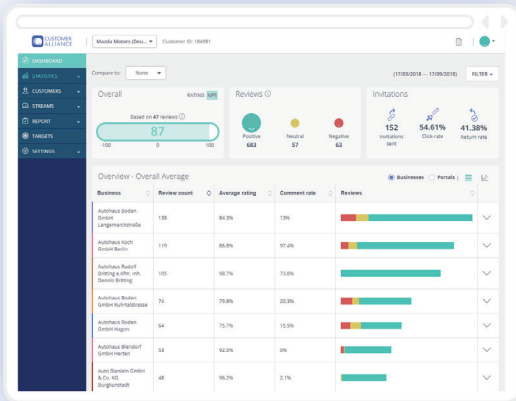
Competitor overview

Benchmark your dealerships vs. your competitors

RESEARCH

Analytics for Mazda Motor Europe

Data analytics including alerts, tracking of closed-loop feedback and multi-level drill-down into the dealership network



Enhanced Customer Experience

Mazda Motor Europe saw that 54% of its regional markets have shown an increase in their customer satisfaction score of sales from the previous year. While MME still considers dealerships to be the main touchpoint for cultivating customer intimacy, it saw that dealerships could significantly enhance customer experience by getting to know customers' preferences before they ever set foot onsite.

“Along the customer journey, dealerships will continue to be one of the key touchpoints we have with our customers. Ongoing customer satisfaction measurement, customer feedback analysis will remain important tools to continually improve our processes. At the same time, customers increasingly post and search for feedback online. Having the right tools at hand to manage your online reputation effectively is key to enhance your customers' experience even before they visit a dealership.”

Simon Haines,
Director Customer Knowledge at
Mazda Motor Europe.

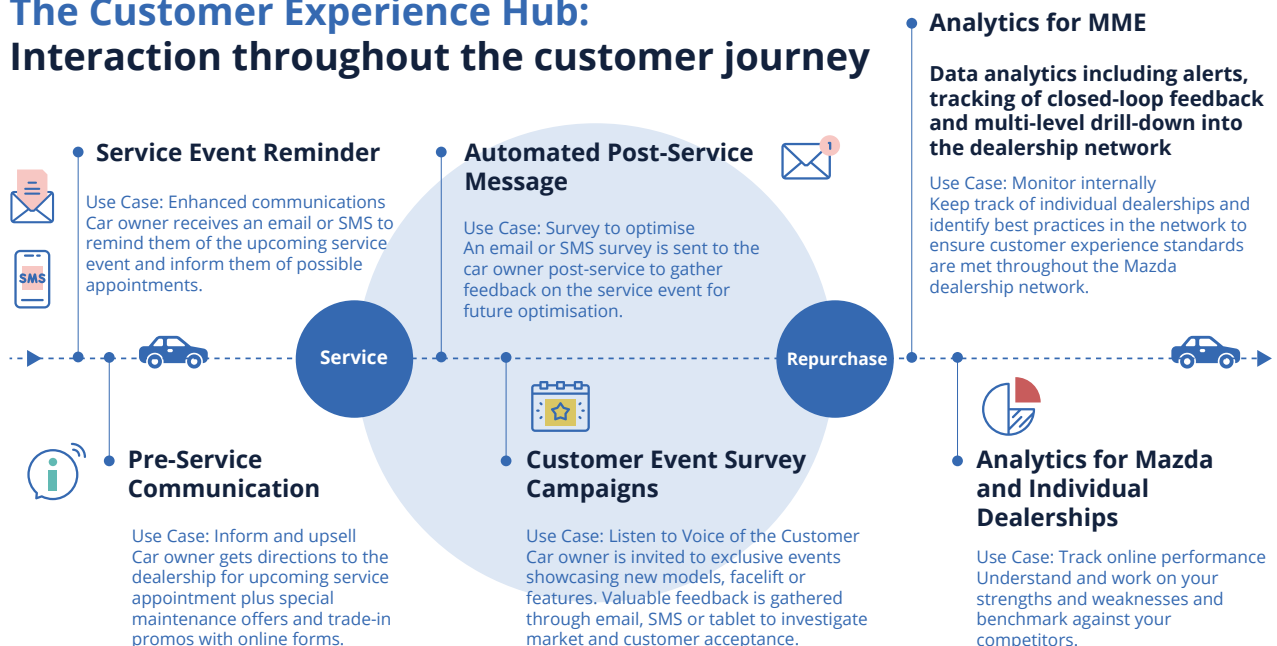
Equipped with these insights, dealership employees were better able to serve incoming customers in order to increase sales. Learnings were gained from the post-surveys about customer service or a Mazda product should a potential customer decide not to buy. Top management viewed this data and was able to make decisions based directly on the consumer's voice and disseminate best practices gleaned from the shared information.

The ability to manage external reviews in one place, and to automatically create reports for quality management among the dealerships strengthened Mazda's European network. It also allowed the company to set proper benchmarks, providing greater overall efficiency.

This led to a 79% of all regional markets of Mazda Motor Europe having shown an increase in their customer satisfaction score of service from last year (2019) and an overall 2% rise in their Net Promoter Score (NPS) from the previous year (2019).

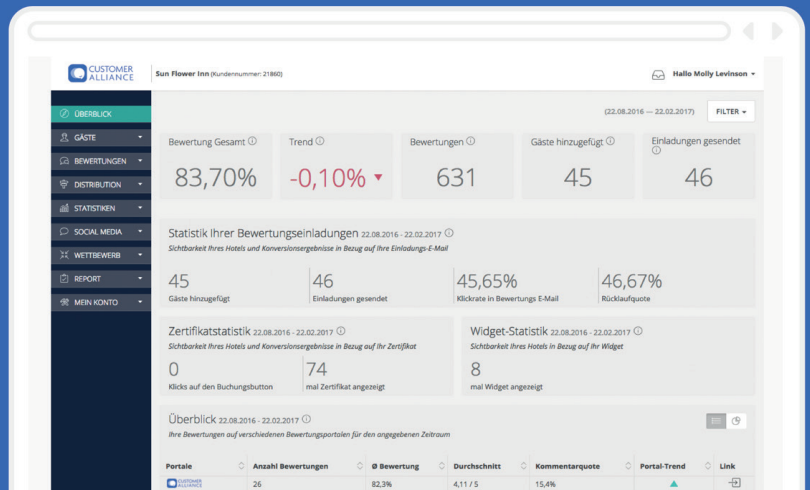
By taking control of their online reputation and refiguring their internal approach to customer experience, Mazda Motor Europe was able to deliver tangible results to its Celebrate Driving mantra.

The Customer Experience Hub: Interaction throughout the customer journey



The Customer Experience Hub

Schedule a demo



Ready to take control of your
online presence and customer experience?
[Talk to us](#)



Mazda Motor Europe recognised that their customer journey actually begins the moment a customer looks for related information online. To enhance its online presence and digital communication tools, Mazda Motor Europe decided to partner with Customer Alliance and:



Unified customer service of some 1600 branches under one platform & then shared best learned practices.



Built a customer journey automating communication touchpoints, increasing sales



Took control of online reviews by managing workflows in one place for greater customer satisfaction



Collected & analysed in-depth customer feedback to inform business decisions.