



Case Study Automotive

BI WORLDWIDE applied behavioral science to engage participants in automotive dealerships to practice what they learned – turning passive learning into demonstrations of newly honed skills. Retention of learning increased to 90%, providing a dramatic improvement on the return on expense already spent on training.

Challenge

- Improve Multi-Point Inspection (MPI) technique and compliance among dealership service professionals.
- Deliver a cost effective way to engage hundreds of dealerships
- Increase customer pay service and parts sales

Solution

- Design training focused on MPI and service re-delivery
- Conduct a virtual “walk around” competition using BIW’s turn-key online video portal
- Vote for best practices
- Recognize top performing service professionals
- Complete best practices video from entries now used to train others

Results

- Over **600** unique video submissions
- **78%** of participating dealers saw an increase in customer pay service sales
- **82%** saw improved retail parts sales
- **6%** incremental lift in retail parts sales versus non-participating dealers

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Thousands of dollars spent with little to show for it frustrated this OEM into trying something new.

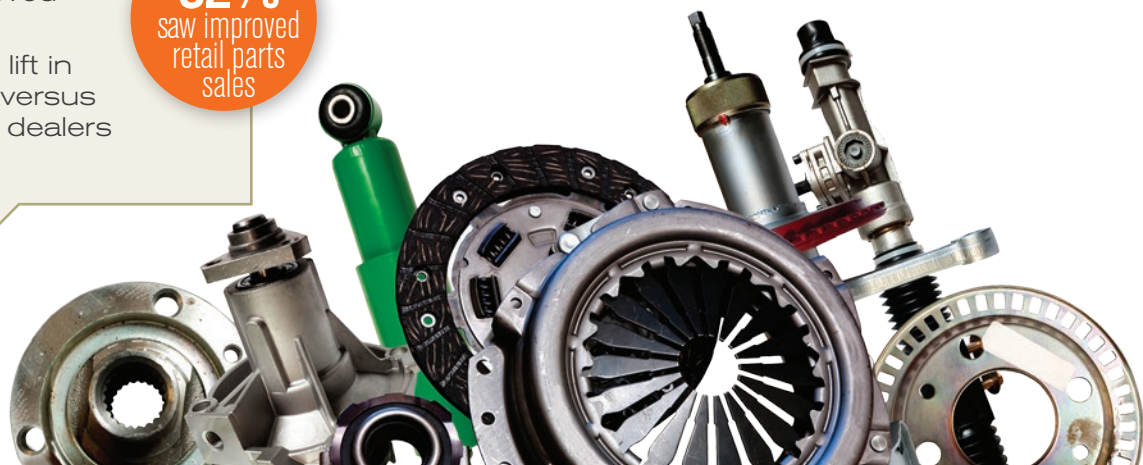
A major Korean automotive manufacturer understood that when dealership service personnel conduct effective Multi-Point Inspections (MPI) and follow best practices to re-deliver vehicles back to customers after service, there is a significant impact. Not only do customer satisfaction ratings soar, but the dealership enjoys increases in customer-pay service and parts sales. They had invested time and money into new processes and training materials, so why was it so difficult to get compliance?

They needed a cost-effective way to engage hundreds of dealerships across the country to implement the best practices.

When learners practice by doing and teaching others, retention increases from 5% for passive learning to as high as 90% for participation.

BIW applied this principle to solve their customer’s issue. Dealership service personnel were invited to “Show What You Know” by submitting a video of themselves reviewing the results of their Multi-Point inspections as they re-delivered vehicles to their customers. Videos were easily taken via smart-phone devices and uploaded to a portal that included reminders of best practices and video tips. Participants earned a reward for completing and uploading their video.

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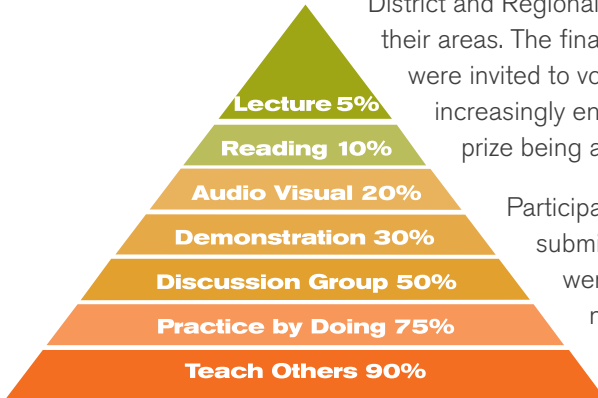


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BIW's instructional design team then reviewed all video submissions, evaluated them based on how well they demonstrated the best ways to conduct the Multi-Point inspection and relayed the findings as the vehicle was re-delivered to the customer.

District and Regional Service Managers were invited to vote for the best videos within their areas. The finalists were then featured on the portal and all service personnel were invited to vote for the best video. At each of the stages, participants earned increasingly enticing awards as their videos advanced in the rankings, the grand prize being an all-expense-paid trip to an exotic location.

Participation exceeded the customer's expectations with over 600 videos submitted. As the district and zone voting occurred and participants were recognized for doing an excellent job, excitement spread for the national vote. As finalist videos were viewed by service personnel, they were witnessing best practices in action – conducted by their peers.



The Learning Pyramid

Source:
Motorola University: Creating Mindware
for the 21st Century, Corporate
University Xchange May/June 1996,
Vol 2 No 3



Witnessing best practices by your peers taps into the behavioral economics principle of “relativity bias”; activating a competitive belief that you can do as well or better than your peers. It has a bigger impact than watching a video produced with actors.

As a result of this initiative, 75% of participating dealers saw an increase in customer pay service sales and 82% saw improved retail parts sales. Additionally, there was a 6% incremental lift in retail parts sales versus non-participating dealers.

BI WORLDWIDE produces measurable results by using the principles of behavioral economics to increase engagement with their clients' employees, channel partners and customers.