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DEALER & OEM SATISFACTION & TRUST INDEX 2021

WAF DOSTI SURVEY

For Passenger Vehicle Makers, Dealers and Leasing Companies

INFORMATION BROCHURE

For More Information- Visit : WorldAutoForum.com/Dosti
Wiserfeed.In/dosti

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DOSTI SURVEY

World's first and one of its kind integrated survey of Car Makers (OEMs), Dealers and Leasing Companies

The depth makes all the difference!

500+
Dealer Principals

Top 10
Leasing Companies

Top Officials from almost **15** Car Makers

Hundreds of field agents to administer the survey with **one on one interactions**

3 Months
1000+ People
All 3 stakeholders,

ONE SURVEY - DOSTI !



DOSTI Survey is being done by **WORLD AUTO FORUM** in association with India's leading Market Research company, **WISERFEED CONSULTING.**

DOSTI is an attempt to cull out real voices of the industry in the most inclusive way! In any relationship, Satisfaction and Trust are mutual.

DOSTI gets to you the challenges and opportunities of the Passenger Car Business right from **OEM to Dealer to Leasing company.** It gets you how these three important stakeholders can work together in a better way.

How Profitability, Productivity, Manpower, Customer Satisfaction and Retention can be maximized.

CONTEXT & OBJECTIVES

DOSTI Score will measure the following things:

- Satisfaction of Dealers with Car OEMs on various parameters
- Opinion of OEMs regarding the Channel Partners
- Ease of doing business of leasing companies with OEMs and Dealers

Let us understand the context in more detail



Channel Partner / Dealer

One of the most important stakeholders in the Passenger Vehicles Industry's supply chain is the Dealer/Channel Partner. It is extremely important to monitor the opinion of Channel Partners / Dealers regarding OEM products and services. Their Product Portfolio, Sales & Marketing initiatives, Logistics, After Sales Support and other important support functions shall be benchmarked basis feedbacks and responses.



Car Maker / OEM Original Equipment Manufacturer

Car makers or the Original Equipment Manufacturers (OEMs) are an important stakeholders and their opinion matters a lot. The expectations & feedback of OEMs regarding the Channel Partners on their Business Performance, Innovation, Customer Satisfaction & Retention, SOP Adherence and Ease of Doing Business with them will be understood.



Leasing Companies

Leasing Companies are burgeoning to be the OEM's business driver and their face to the customer during the overall Product Ownership Lifecycle. Their insights on ease of doing business with OEMs and Dealers are important for the development of the future "Go To Market" strategy for any car maker.



OEMS, DEALER PARTNERS & LEASING COMPANIES INTERACTION DOUGHNUT



Stakeholders' Mutual Satisfaction & Trust shall depend on factors like :

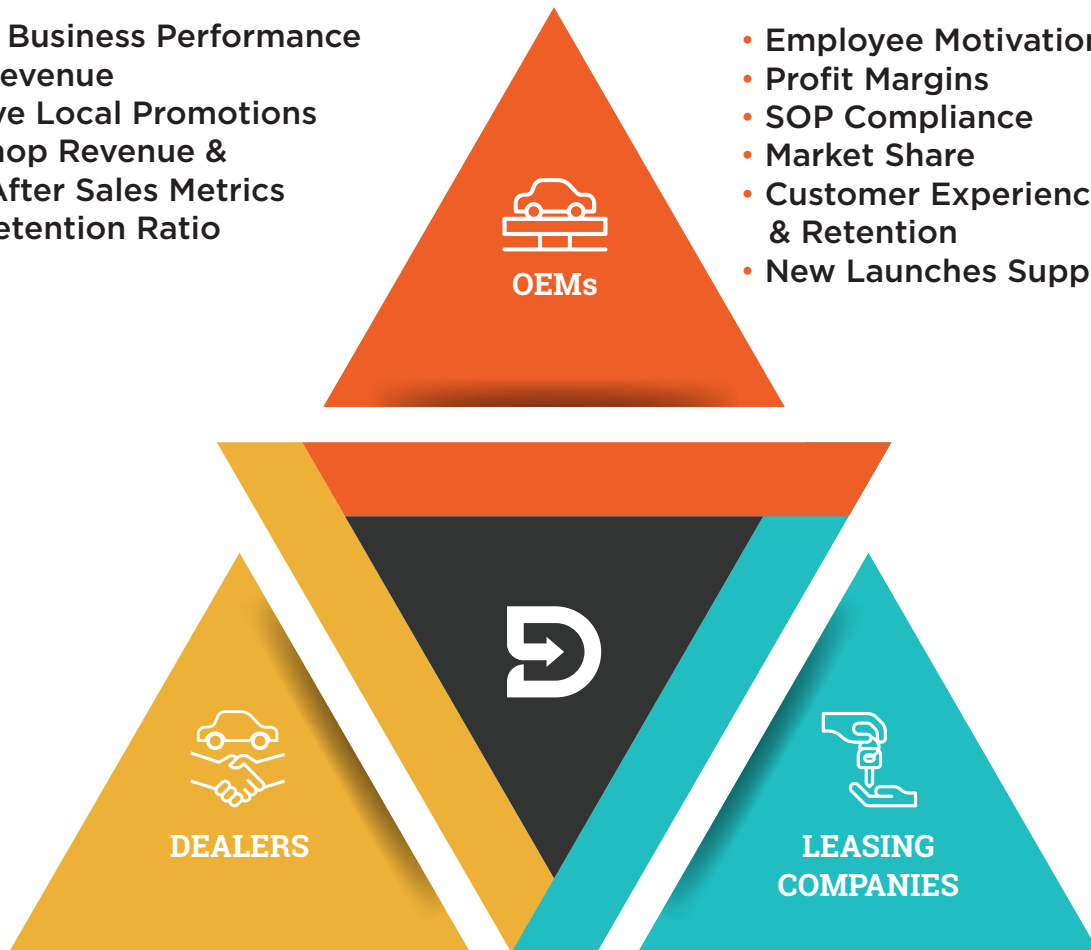
- 01 Innovative Products (Winning products)
- 02 Sales Process
- 03 Service Process
- 04 Marketing Process
- 05 Dealer Relationship Process (Dealer Growth, Profitability, Territory allocation, innovative business model etc)
- 06 Support to Leasing Cos for Vehicle Acquisition & After Sales Service

AUTOMOTIVE ECOSYSTEM SATISFACTION

OEM Expectations From Dealers

- Overall Business Performance
- Sales Revenue
- Effective Local Promotions
- Workshop Revenue & other After Sales Metrics
- Staff Retention Ratio

- Employee Motivation
- Profit Margins
- SOP Compliance
- Market Share
- Customer Experience, Satisfaction & Retention
- New Launches Support



Dealer Expectations From OEMs

- Product
- Sales & Marketing
- After Sales / Support
- Local/Regional Representatives
- Delivery and Logistics Management
- Policy & Dealer Profitability
- New Initiatives and Innovations



Expectations of Leasing Companies

Support from OEM

- Pricing
- Contract
- Profitability
- Market Response
- Overall Support and Response time of OEM top team & Regional teams

Support from Dealers

- Cars Procurement and deployment
- Cars Service and Maintenance :
 - (a) Responsiveness
 - (b) Quality of Work
 - (c) Reasonable charges
- Overall Response and Support from Dealer Teams

RESEARCH DESIGN

01 Methodology: Quantitative

- Online Quantitative Self-Filling questionnaires will be administered

02 Target Respondents

Dealerships Definition

- Full -fledged dealerships or dealers having 3S (Sales, Service, Spares) facilities will be eligible for this study
- Eligibility - Dealership operational for atleast one year at the time of interview

Dealer Definition

- Dealer Owner, Proprietor, Partner, or Chief Executive of the dealership (only if Owner refers)

Target Group from OEMs

- Marketing & Sales Head, Customer Satisfaction Head, Service Head, Network head, Regional Head & others

Leasing Companies

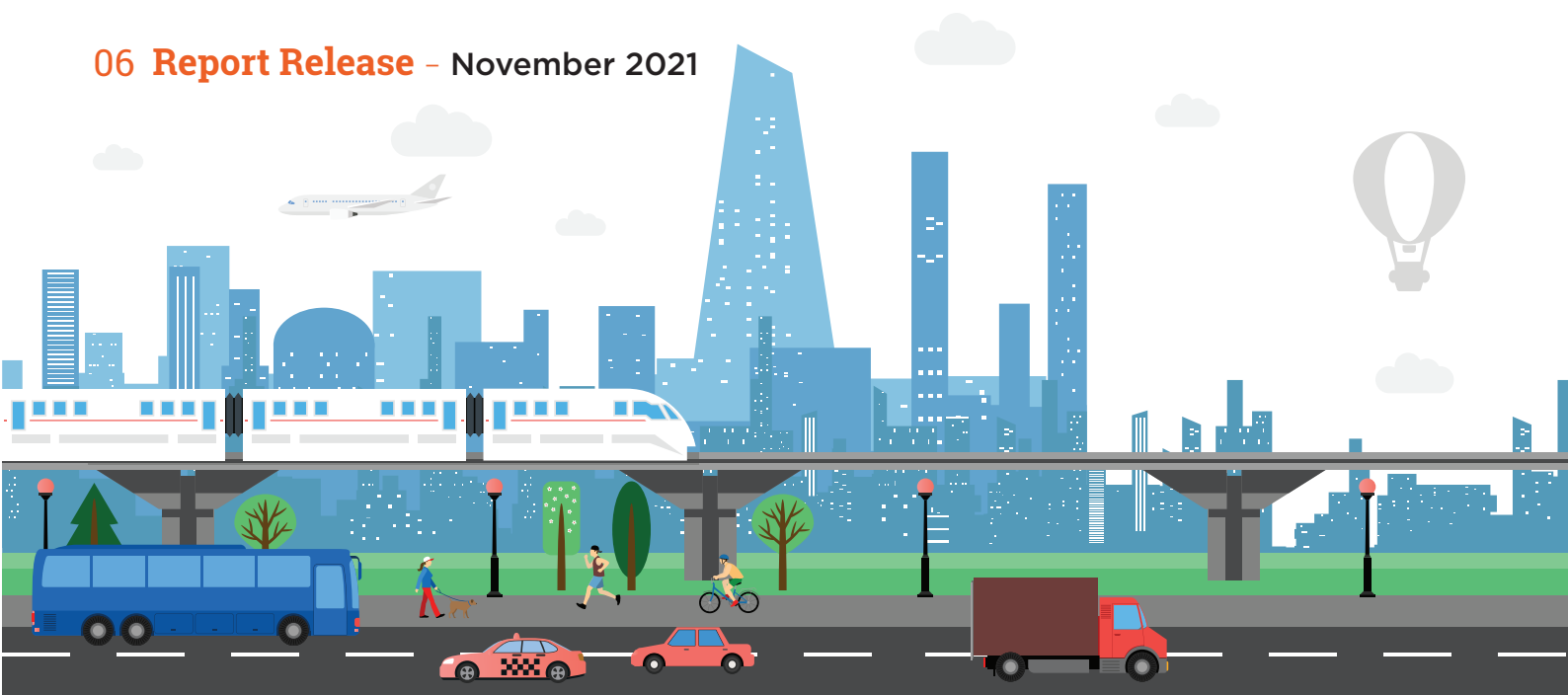
- Senior Representatives from Top Leasing Companies

03 Centres/ Cities - PAN INDIA

04 Sample Size - 500 Dealers, 75 Senior Representatives from the TOP OEMs & Senior Representatives from Top Leasing Companies

05 Field Work Period - August - September 2021

06 Report Release - November 2021



OEMs AND THEIR DEALERS TO BE COVERED



LEASING COMPANIES TO BE COVERED



OUTPUT & MEASURES

OEMs SCORE AND RANKING

DOSTI SCORE (Opinion from Dealers + Opinion from Leasing Companies) based on following parameters:

01. Overall Score & Rankings of OEMs

02. Aspect/ Attribute Wise scores of OEMs

- Products
- Sales and Marketing
- Sales Representatives and Manpower
- Order, Delivery and Logistics
- After Sales & Service Support
- Dealer Margins and Profitability
- OEMs Management Policy

03. Support to Leasing Cos for Vehicle Pricing, Profitability and Response time of OEM representatives

04. Diagnostics



TOP DEALERS AND SCORE

Top DOSTI Dealer (Opinion from OEMs + Leasing Companies) based on following parameters:

01. Sales (Target Achievement, Conversion Ratio, Used Car Sales, Rural Sales, Accessories Sales, etc)

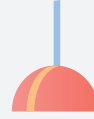
02. After Sales (Total Business, Workshop Productivity, Profitability, etc)

03. Manpower, Infrastructure and Process Implementation

04. Product (Launch, Display, Demo, Test Drive, Feature Explanation)

05. Territory Utilization and Profitability

06. Support to Leasing Cos for Vehicle Acquisition & After Sales Service



DELIVERABLES

01. Executive Summary
 02. Power point Presentation of Findings
 03. Management Presentation to Client
 04. Annexure
- Questionnaire
 - Analysis Plan
 - Analysed Data / Data Tables



MEDIA PLANS

DOSTI Survey Results shall be disseminated via:

01. 125+ media vehicles worldwide
02. WAF online properties like WAF Think Tank, WAF TV, WAF Auto News and WAF social media handles
03. Mails to WAF registered users and community in 125 countries





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FOR MORE INFORMATION- VISIT

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CONNECT WITH US

**anuj@waf.bz | +91 9810552425
atul@wiserfeed.in | +91 9818440180
jerry@waf.bz | +91 8368746841**

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