Case Study: Retail Consulting Group

Overview

Retail Consulting Group (RCG) is a Michigan-based company providing services to new car dealers and auto manufacturers. Focusing on customer satisfaction and creating efficiencies in measuring the relationships between dealers and the manufacturers, RCG's clients include; Audi, Bentley, BMW, Lexus, Mercedes Benz, Porsche and VW. RCG performs audits and "Mystery Shopping" in dealerships across North America.

Challenge

Based on their experience with auto manufacturers RCG was approached by a service provider for Nissan of North America, to provide customer relations services. The system for managing automobile buy backs was resulting in some customer dissatisfaction in terms of appointments being missed or the information collected was incomplete. The lack of reporting tools made it difficult to measure the efficiencies and accountability of the field representatives.

Solution

Digital Active has developed a web-based, collaborative system based on our ActiveOffice foundation for scheduling and reporting for the over 100 field representatives in the U.S. including Alaska and Hawaii. The system allows RCG field reps to access the system to input data and photos. The system also allows manufacturers and 3rd party service providers to access the system for reporting and review audits.

The system developed with the ActiveOffice foundation has enabled RCG to expand their business services, while maintaining a small support staff. The efficiencies created with the system have allowed RCG to scale their operations by 150% over the past year.

> *"We have found that the team at Digital Active shows a great balance of sticking with the original plan and yet being open to identifying needed changes as the project proceeds. Our Satisfaction has been 100%"*
>
> Chuck Golden, President
> Retail Consulting Group

Solution Highlights

- **Scheduling with mapping feature:** This allows RCG and 3rd parties to locate field reps by location and availability using custom Google Maps and schedule events.

- **Corporate Calendar:** Organizes RCG staff and clients, based on manufacturers.

- **Automated Notifications:** Keeps all parties in the various services provides up-to-date on customer interaction.

- **Custom Reporting:** Allows both RCG and clients to create reports on efficiencies and customer response.

- **Drive time duration and distance estimation:** Allows the scheduler to view an estimate of how long it will take to get to the scheduled appointment taking into account speed limits and types of roads. This allows them to more accurately predict the amount of time needed to get to and from appointments.

Using Google Map's API, the RCG system matches the closest Field Rep with the dealership loction and provides directions to the meeting.

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