

# MMSI Case Study

## Automotive Company

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### Company Background

One of Scotland's largest franchise holders of BMW, Mercedes, Saab, Mitsubishi and Renault, cars as well as holding various truck and commercial vehicle franchises.

### Research Requirements

The assessment of the impact of the increase in vehicle service intervals on the service business and to investigate any potential impact on customer retention and future sales.

### Research Undertaken

A secondary research investigation and impact assessment was undertaken. The gaps in business were identified and the new vehicle sales required to fill the gaps were calculated. This was followed by a survey of the target audiences for the various makes of cars and from the results a marketing plan and sales action plan was established and an associated marketing campaign planned.

### Constraints

There was an urgent need to fill the capacity that would be lost as service intervals were almost doubled suggesting a possible loss of 50% of the service business. Since increased vehicle service intervals was going to be a key selling feature it was considered it alone would be capable of doubling vehicle sales. As dealer allocations of vehicles are limited there would also be a practical problem in physically getting more vehicles and further the requirement for increased storage and presentation space.

### Results

There was only a limited impact on the service business that was soon reversed and a refurbishment programme increased the sales capacity, which was more than needed by the increases sales generated by the highly successful marketing initiative. The group has grown and increased its lead on the market and service business.