

Global Data Services - GDS/P/C

● Staying Ahead With Accurate Data

Introduction: Interpreting Composite Financial Data To Help Dealers Stay Ahead

- One of the world's leading automotive manufacturers wanted to examine the performance of its UK dealer network to identify new opportunities and respond dynamically to competitive pressure.
- Its dealer network was also seeking advice on the impact of consumer buying habits on purchasing models.

Challenge: Collating Data For Accurate And Consistent Analysis

- ASE Global's client was not certain the data it was receiving from dealers was consistent and complete.
- Individual dealerships were entering information in different ways, local market conditions made comparisons hard and in some situations dealers were incorrectly inputting data.
- ASE Global was tasked with collating and auditing data to examine performance against key benchmarks including the number of retail hours per job and profitability on used car stock.

ASE Approach: Comprehensive Data Compilation, Analysis And Segmentation

- **Phase One:**
ASE Global gathered the data from the dealer management systems to ensure it was delivered on time. It used its proprietary validation tools to qualify the expected normal values in order and identify any discrepancies.
The team advised dealers on best practice for data collation and analysis.
- **Phase Two:**
ASE Global introduced Microsoft Power Business Intelligence (BI) to enable the client to compile Dealer Risk Reports integrating composite financial data with information from other sources.
Its experts built excel based tools to help dealers operating in multi-brand businesses to visualise itemised performance from one brand. The team also suggested efficient methods for creating bespoke mapping tables, such as multi-brand (master) linking tables.

Outcomes:

“ Giving the brand greater confidence in the performance of its dealer network ”

- The introduction of Microsoft Power BI has significantly reduced the time and resources required to collate data and score the performance of dealers.
- The team enabled multi-brand dealerships to hone in on specific areas of concern for individual brands rather than having to interpret results based on the whole performance of the business.
- Advised dealers on the implications of switching to different sales models, such as contract hiring rather than PCP and how it might impact the way they interact with customers.