

How can we help?

MONDIAL SURVEY REVEALS VINES BMW CUSTOMER LOYALTY UP 66%

Proving the power of customer care for business success

Vines BMW reports a massive 66% year-on-year increase in its Net Promoter Score (NPS)* survey results, conducted by customer relationship expert Mondial Assistance. The huge increase demonstrates Vines BMW's commitment to building customer satisfaction levels and illustrates the value of maintaining loyal customers, says Mondial Assistance. Harnessing the power of Mondial Assistance's expertise, Vines BMW has gained a powerful insight into its customer satisfaction levels, which can be used as a solid basis for predicting future business growth.

Vines has been a BMW dealership group, based in Surrey and Sussex, for over 20 years, placing customer care at the centre of everything it does. Over the past year, Mondial Assistance has been working with Vines to conduct NPS surveys to establish whether the dealership's customers would recommend their service, whether that is buying a new or used car or additional services. The NPS survey was calculated by asking Vines' customers how likely they would be to recommend the dealerships to others.

The results speak for themselves, with Vines seeing an average 66% year-on-year increase across its Gatwick, Guildford and Redhill dealerships. The Gatwick branch achieved the highest rise of 110% compared to the same time last year, illustrating that Vines continues to listen to the needs of its customers, responding to the comments made in the survey.

"This is a fantastic result for Vines BMW and underpins exactly what the dealership strives to achieve by offering an ever improving customer experience," says Nick Crawford, CRM Expert for Mondial Assistance. "This data offers a reminder that companies who don't look after their customers will lose out to those that do. Customer service is increasingly important in these tough times and our work with

Vines BMW has offered them a vital insight into the state of their customer care, allowing them to make appropriate changes and predict future business success.

“Using a key measure of customer satisfaction enables us and our clients the opportunity to gain a clear insight into what their customers think and why, in order to make necessary informed changes. Investing in the best customer experience creates customer loyalty and commitment of future spend.”

Sean Kelly, Managing Director, Vines Group comments, “Our business has always strived to put the customer first in everything that we do, it was challenging however to measure our success and target specific areas for improvement. The NPS survey results have allowed us to improve the key services for our customers and this has repaid us with increased customer loyalty.

“In a time when the economic outlook has been unpredictable, our business has strengthened its position as the number one BMW Dealer Group in Surrey and Sussex.”

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*An NPS score is the result of a customer satisfaction survey where customers are asked one ‘ultimate’ question “How likely, based on your most recent experience are you to recommend (your dealership) to a friend or colleague?”

www.netpromoter.com

Mondial Assistance: an intervention every 2 seconds around the world.

International leader in Assistance, Travel Insurance and Personal Services, today the Mondial Assistance Group counts more than 9 817 employees who speak 40 different languages and work throughout the world with a network of 400,000 service providers and 180 correspondents. 250 million people, or 4% of the world’s total population, benefit from its services, which the Group provides on all five continents. Mondial Assistance is a member of the Allianz Group.

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