

# Partner Performance – Driving Service Retention in the Indian Auto Market

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## *Declining customer retention ...*



A Major Automotive company in India was concerned about declining customer service retention. Their after sales revenue had significantly reduced in the last three years.

The client hired Leadics to clearly understand the customer retention levels across dealerships and geographies and to uncover underlying causes and the key drivers for these trends.

Through extensive interviews with all stakeholders and extensive research on best practices, our practitioners were able to arrive at key KPIs that would accurately assess the dealership performance across geographies and vehicle models.

## *Analytics In Action...*

Leadics analytics experts built a Tableau based solution with insightful, easy to understand, and interactive visualizations that would help the client understand the current state and help derive data backed insights that would lead to future actions.



As expected, the tool was received with great enthusiasm from the client. For the first time, stake holders had been empowered to “play” with the data in real time and drill down to each geography, city, dealer location and vehicle model.

## *Data backed Decisions...*



In collaboration with the client Leadics was able to classify dealerships into four broad buckets based on their size, growth and current performance. Strategic future guidelines were laid for each group of dealers with specific focus on increasing service revenue.

Advanced statistical analysis was conducted to understand key drivers of customer attrition. This analysis was crucial not only in understanding how customer behaviour varied based on timing of and segment of purchase, dealership location, presence of alternate service centres but played a pivotal role in creating an action plant to retain current customers and regain lost customers.

Leadics was further engaged to create a scalable and flexible model that would help the client identify and resolve sales and service issues in time.

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## **To know more, please contact:**

Sameer Dua  
Director  
[sameer.dua@leadics.com](mailto:sameer.dua@leadics.com)

Himanshu Bora  
Director  
[himanshu.bora@leadics.com](mailto:himanshu.bora@leadics.com)

Suyash Prasad  
Managing Associate  
[suyash.prasad@leadics.com](mailto:suyash.prasad@leadics.com)