Nissan Dealer Centre

"Autoworld", Yaroslavskaya road, 7

Final Project

Team 11

Our goals

- ✓ to confirm common opinion on the service
- ✓ to learn more
- ✓ to reveal interesting methods

Our goals

- ✓ Reveal weaknesses in this particular type of service and give our solutions

Our expectations

- ✓ Welcoming atmosphere
- ✓ Clever use of space
- ✓ Client orientation
- ✓ Awareness and friendliness of the staff
- ✓ Fast service of a high-quality

Research

- Our own experience
- Customer survey
- Expectations VS reality

The entrance

Parking

Technical service

Cars for test-drive

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Show room

Reception desk
Entrance
Less than 2meters!
inside Juke!=)
NISSAN

Show room

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Show room

All cars are open for survey!

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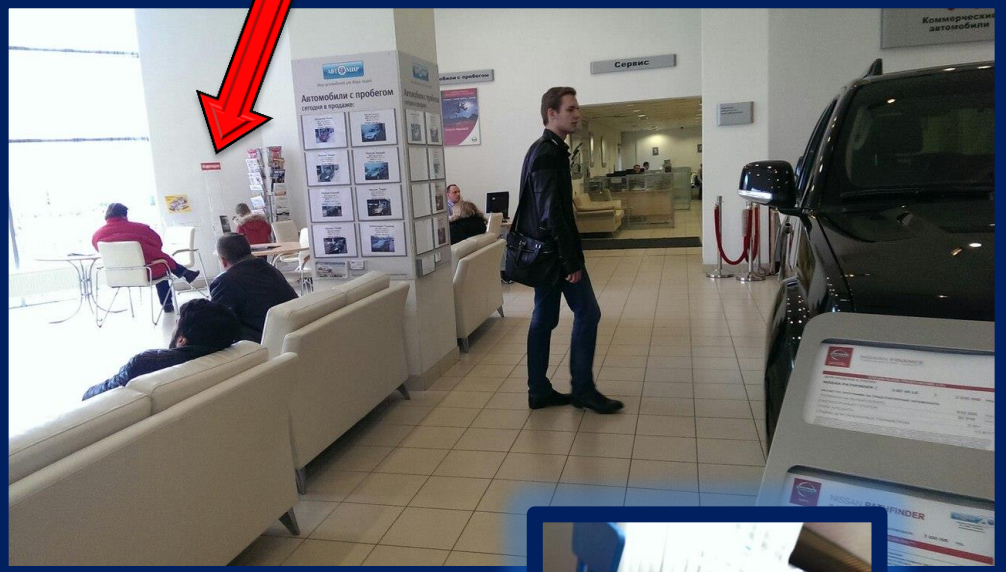
Show room

Accessories

Relaxation place



Kids corner

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Test-drive

Real experience!

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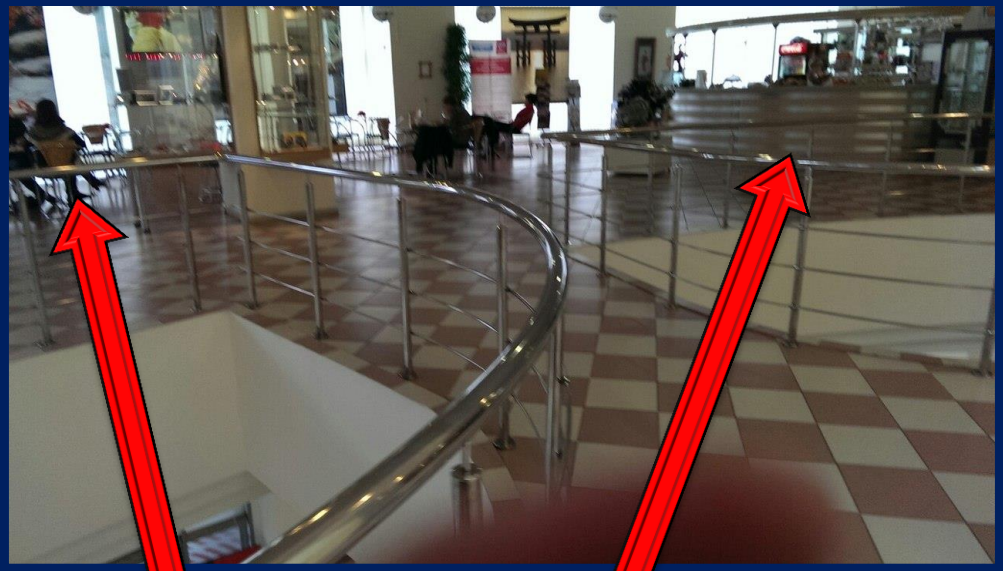
Second floor



Tables

Snacks bar

Outsourcing desks

Place for waiting

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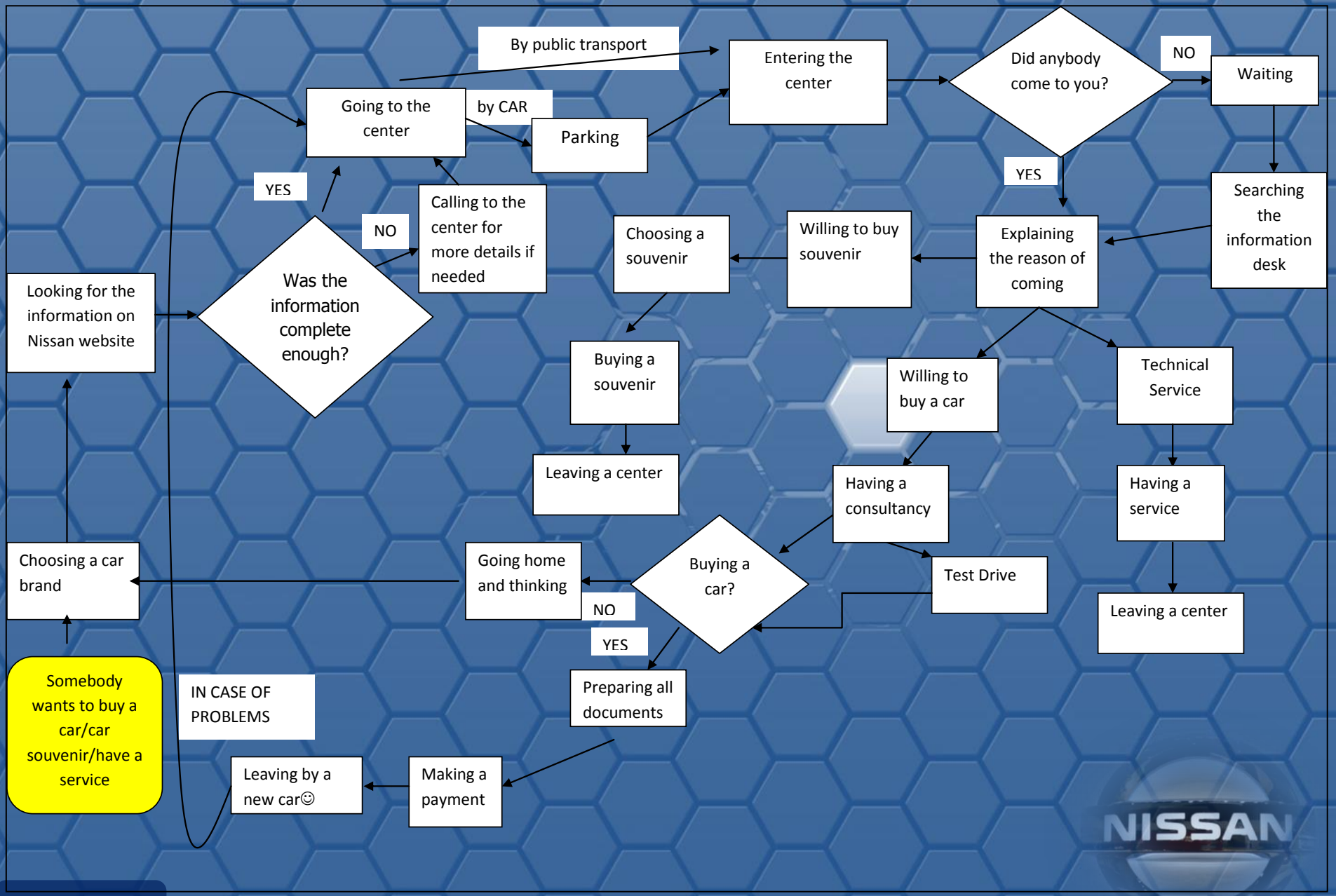
By public transport
Entering the center
Did anybody come to you?
NO
Waiting
Going to the center
by CAR
Parking
YES
Searching the information desk
YES
Calling to the center for more details if needed
NO
Was the information complete enough?
Choosing a souvenir
Willing to buy souvenir
Explaining the reason of coming
Looking for the information on Nissan website
Buying a souvenir
Willing to buy a car
Technical Service
Leaving a center
Having a consultancy
Having a service
Choosing a car brand
Going home and thinking
Buying a car?
Test Drive
NO
YES
Leaving a center
Somebody wants to buy a car/car souvenir/have a service
IN CASE OF PROBLEMS
Preparing all documents
Leaving by a new car☺
Making a payment
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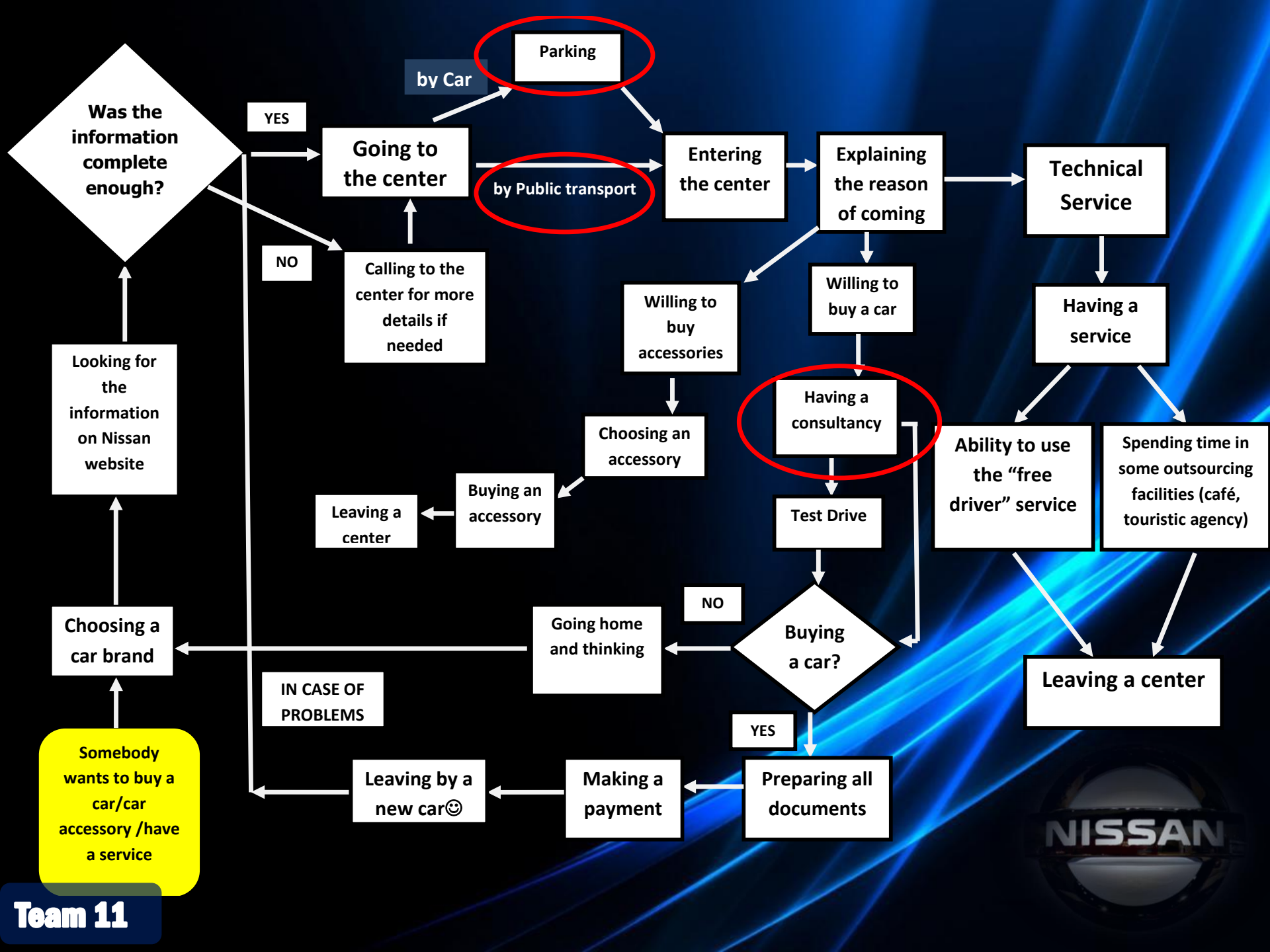
Somebody wants to buy a car/car accessory /have a service
Was the information complete enough?
YES
NO
Looking for the information on Nissan website
Choosing a car brand
Going to the center
by Car
Parking
by Public transport
Calling to the center for more details if needed
Entering the center
Explaining the reason of coming
Technical Service
Willing to buy accessories
Willing to buy a car
Having a service
Choosing an accessory
Buying an accessory
Leaving a center
Having a consultancy
Test Drive
Ability to use the "free driver" service
Spending time in some outsourcing facilities (café, touristic agency)
Leaving a center
Buying a car?
NO
Going home and thinking
IN CASE OF PROBLEMS
YES
Preparing all documents
Making a payment
Leaving by a new car☺
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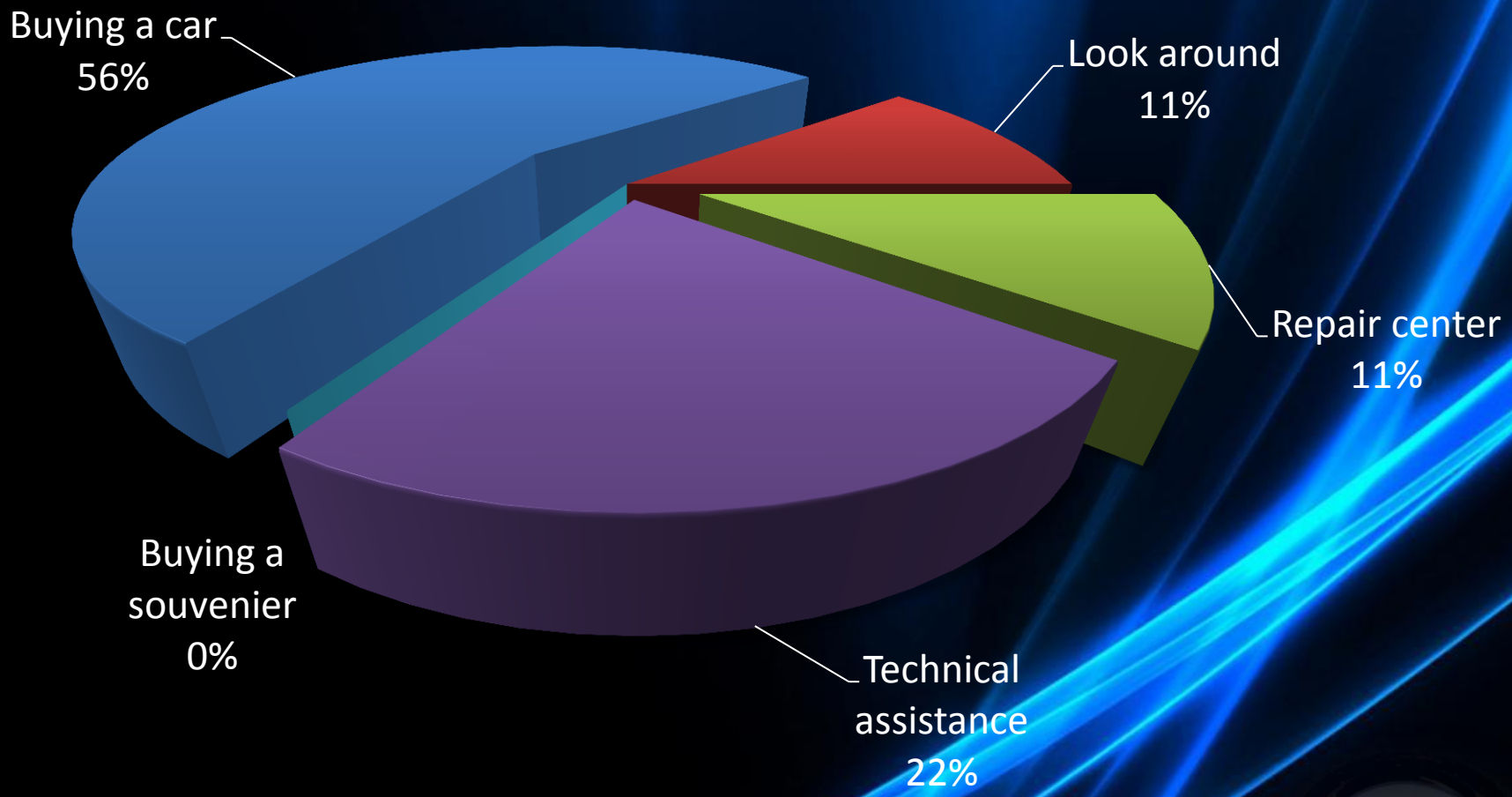
Reasons of visits



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Tangibles

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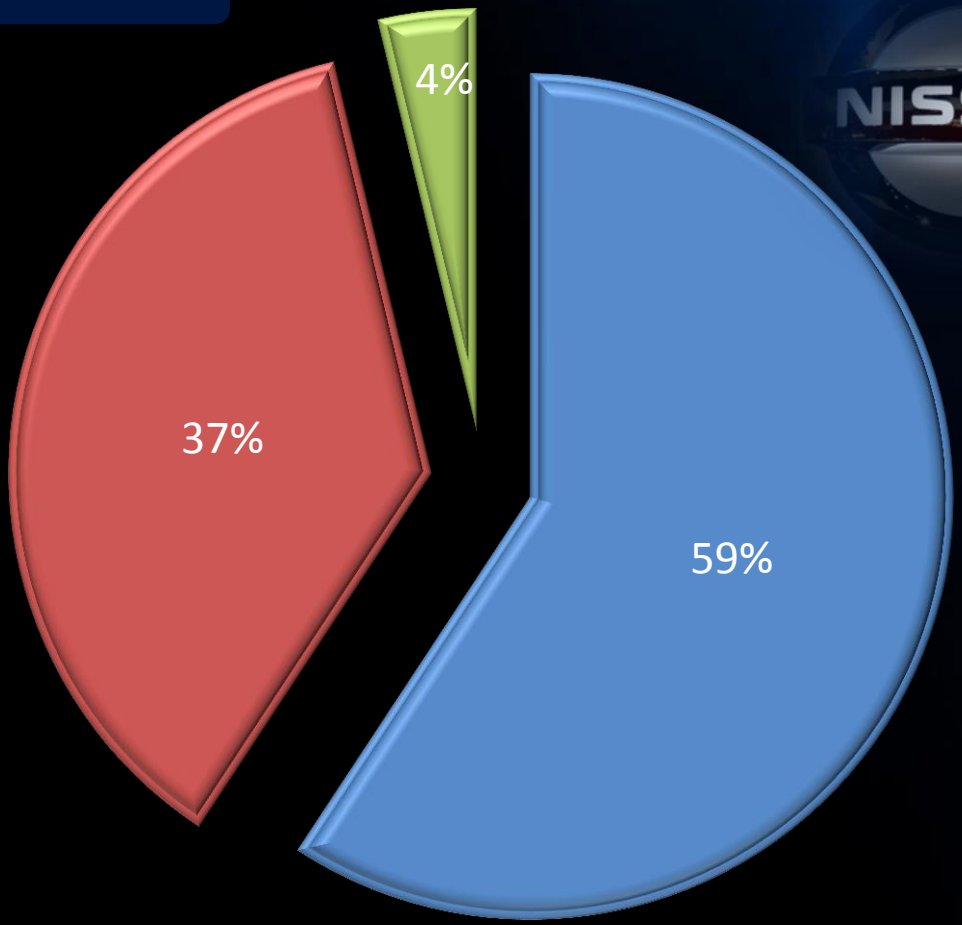
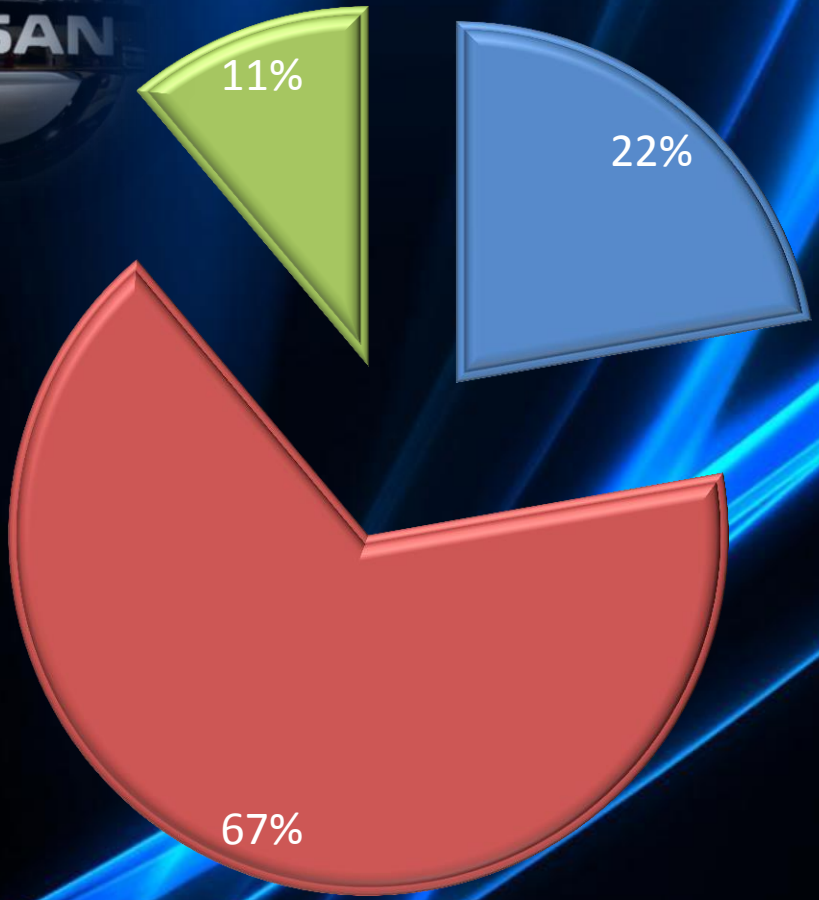


I am satisfied with the location of the center



Responsiveness

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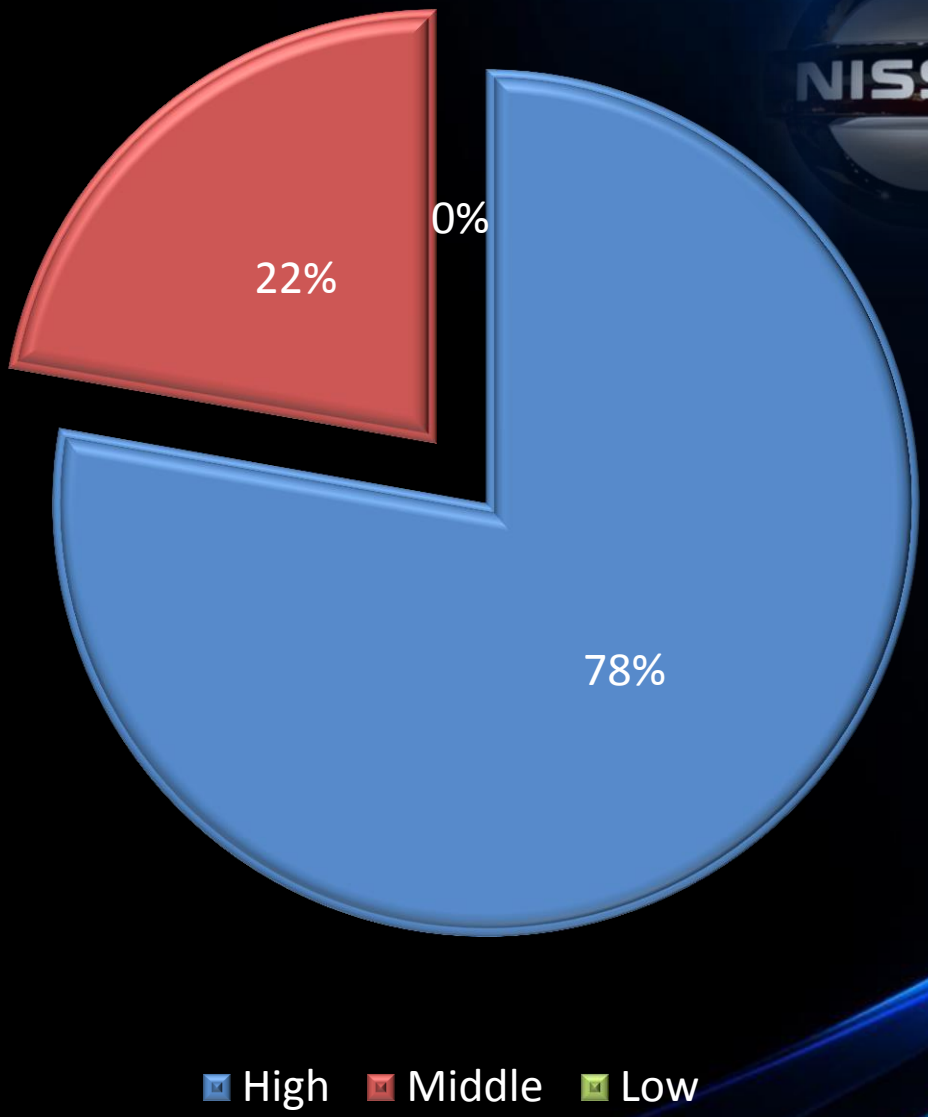
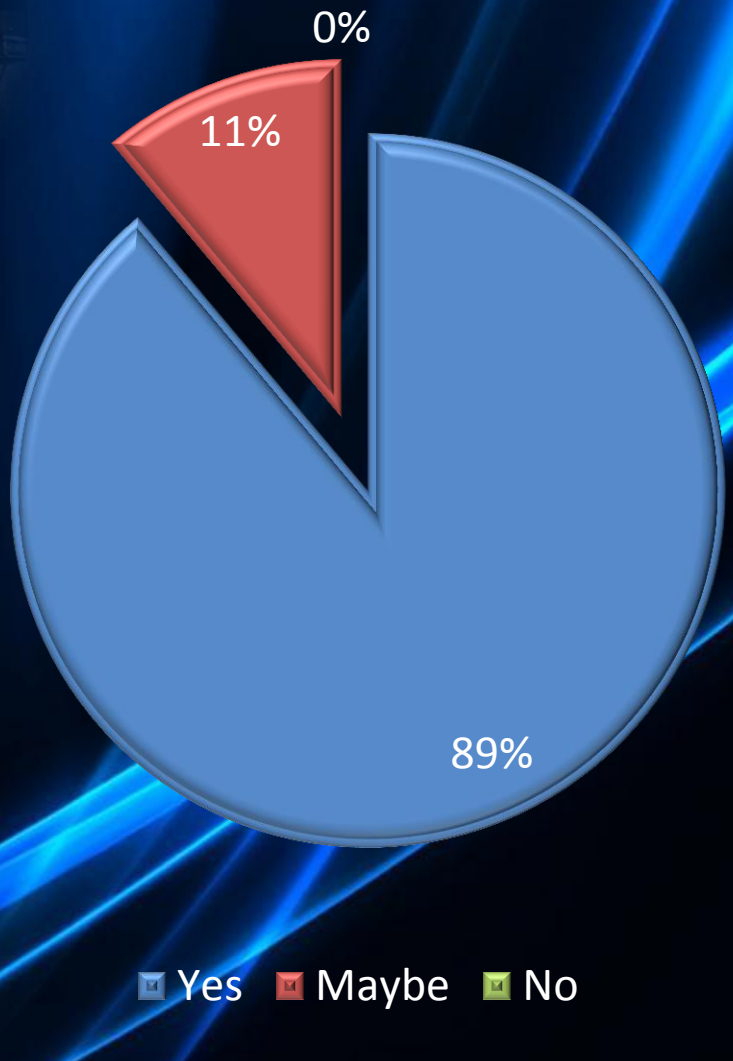


I could have a consultancy at the first demand



Reliability

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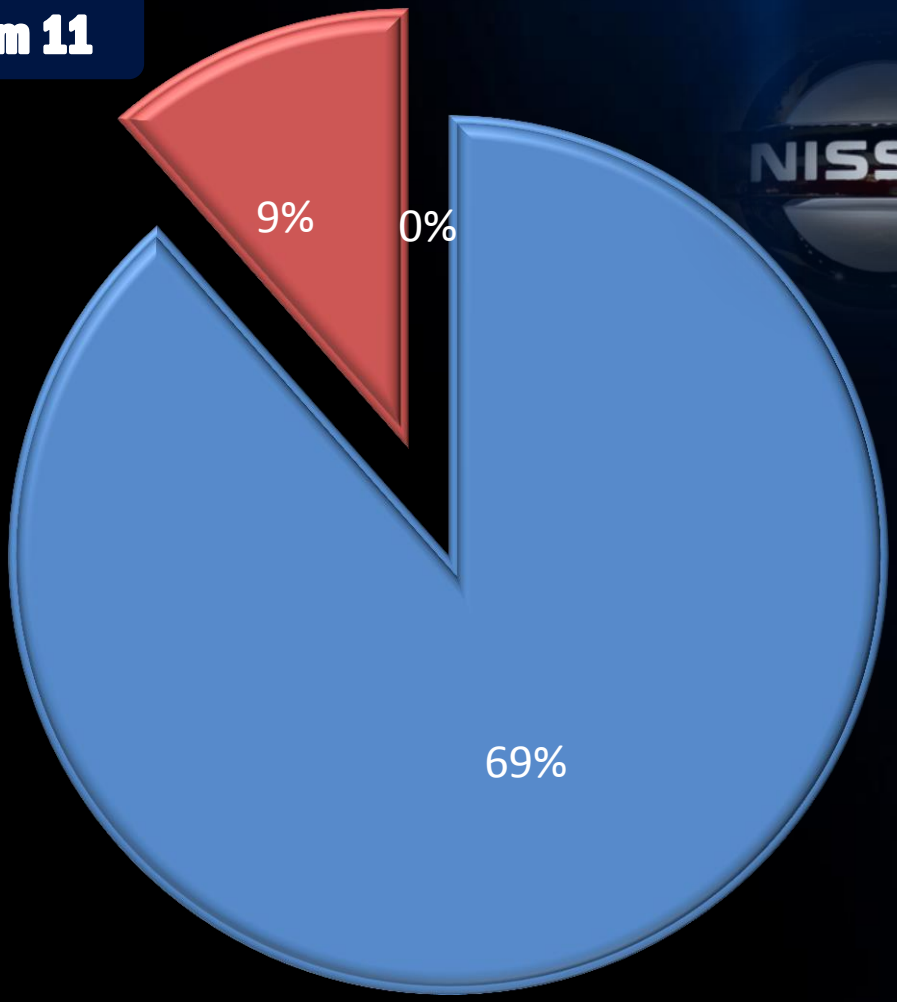
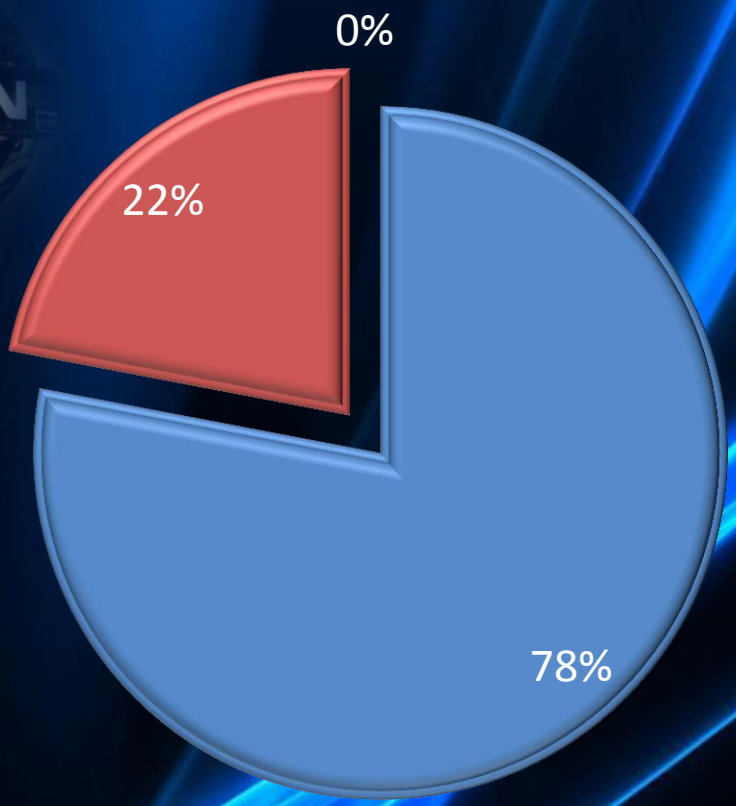


The assistants could answer all of my questions



Empathy

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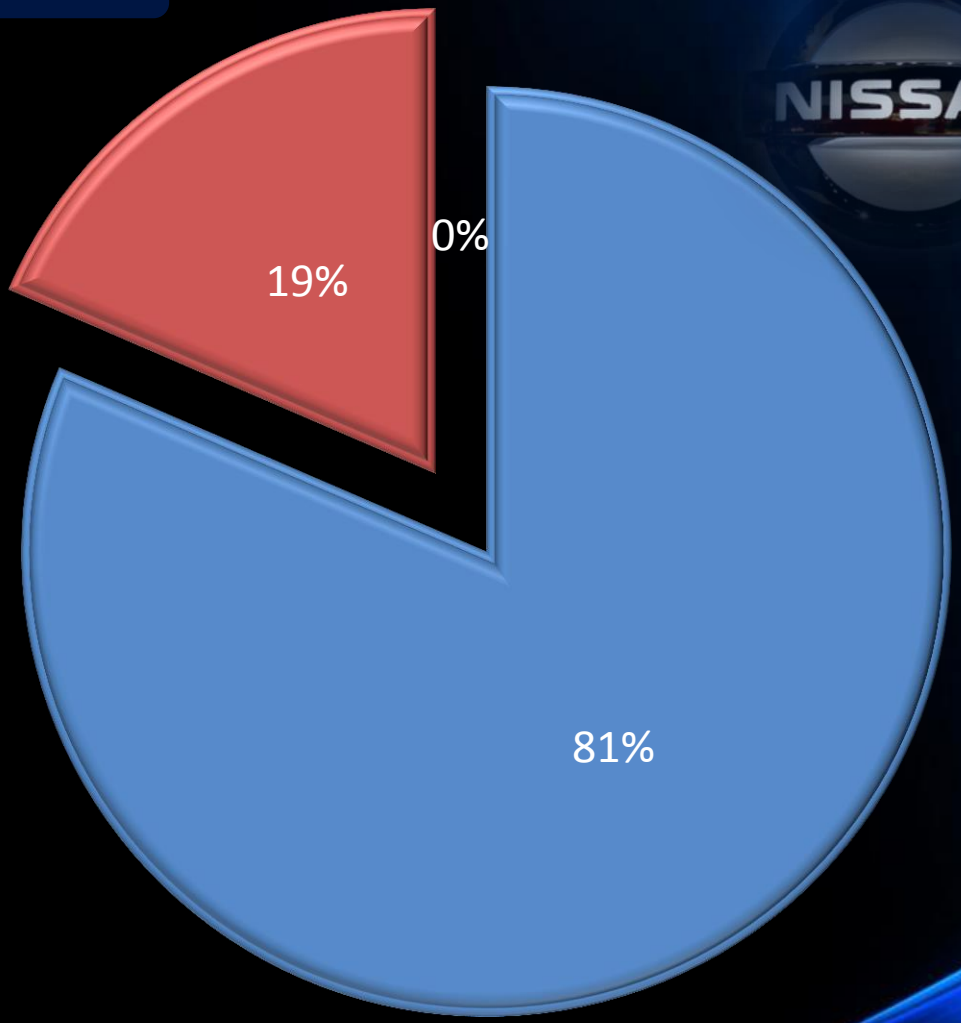
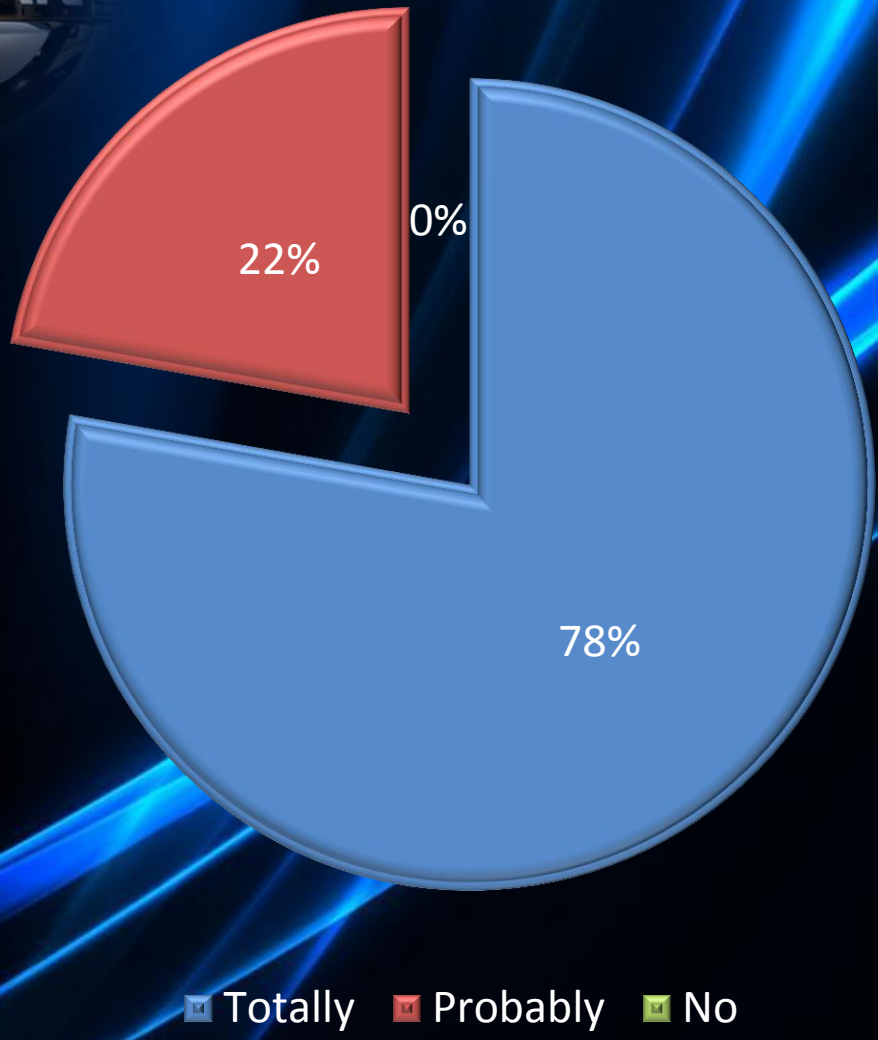


The specialists were eager to answer all of my questions



Assurance

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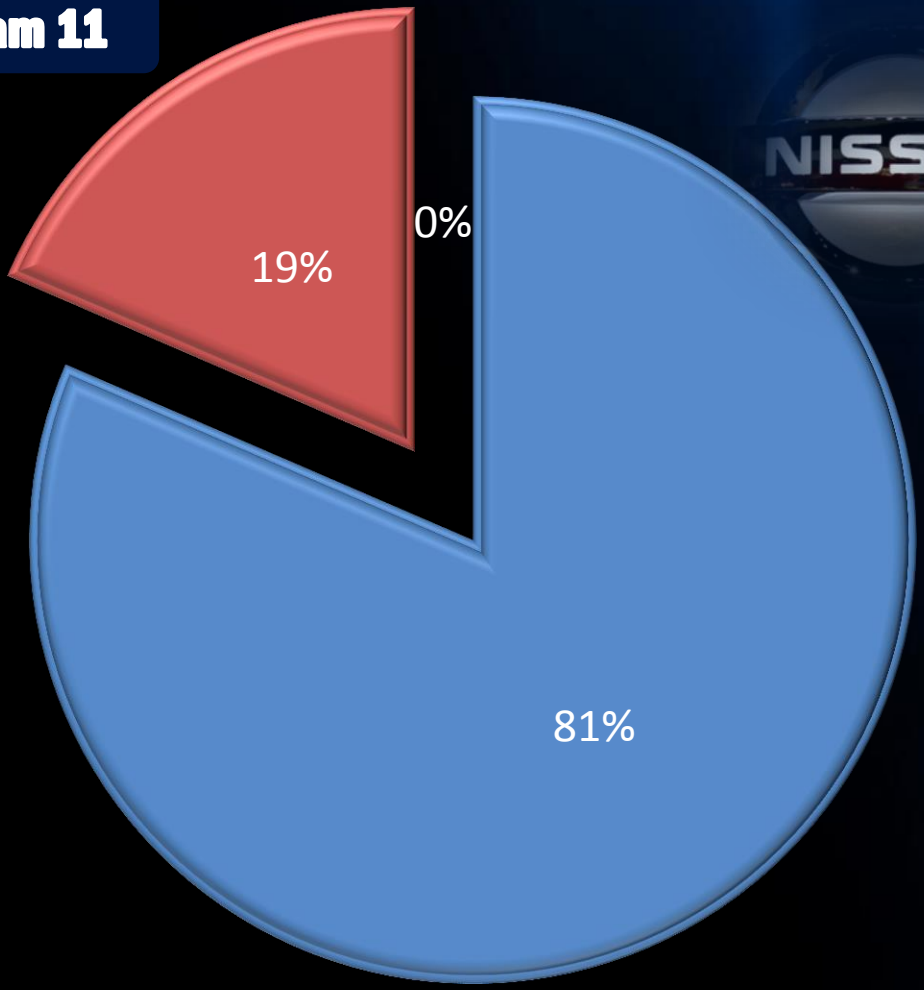
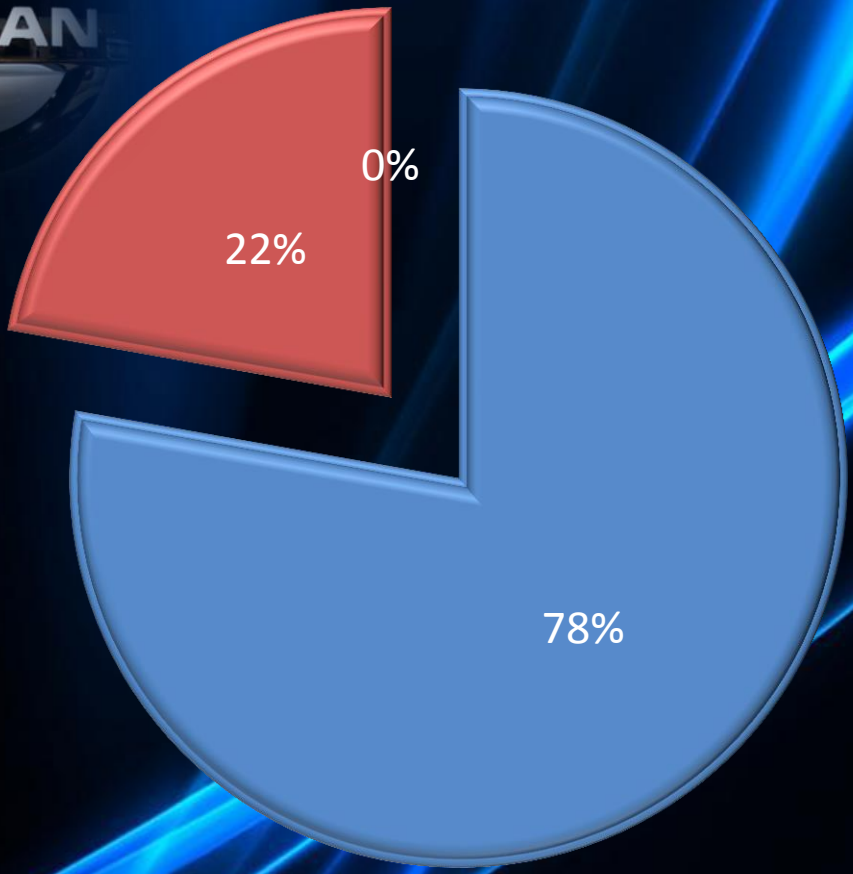


Would you recommend this dealer center to your friends?



Advantages

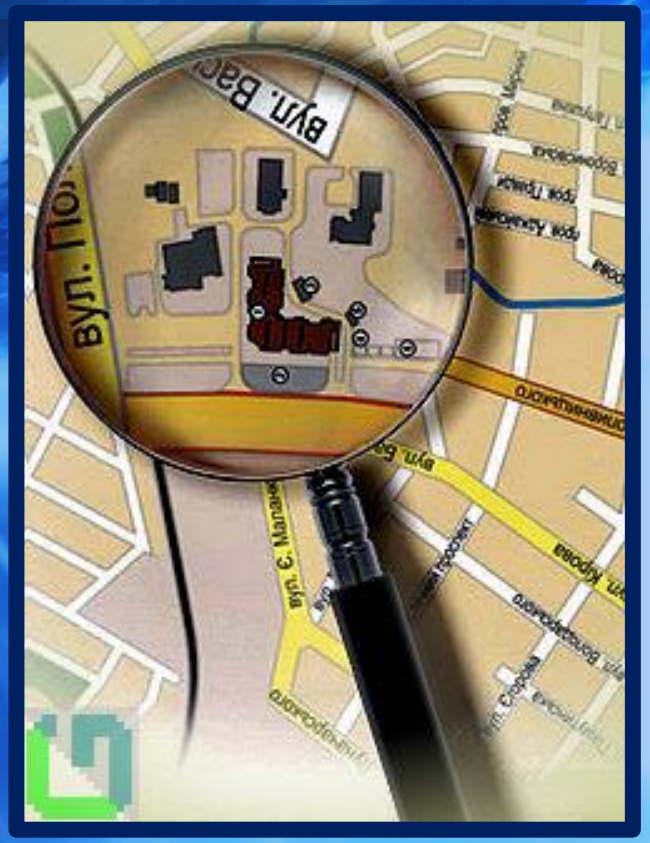
- ✓ Reception desk with nice girls=)
- ✓ Show-room is divided from mechanical services zone
- ✓ Friendly atmosphere
- ✓ Plenty of space for observing cars
- ✓ Didn’t keep waiting for a test-drive to start
- ✓ Children area and comfortable waiting zone with great variety of entertainment features
- ✓ Free-of-charge-driver service
- ✓ Non-obsessive service

Disadvantages

- Inconvenient parking for clients
- Impossible to get to by public transport
- Elite automobiles are not separated from the low-budget ones
- Nobody asks any documents before test drive
- Lack of enthusiasm of manager
- Manager's incompetence in some technical issues

Difficult to find parking for clients?

- Set the direction signs visible from the road



Difficult to get to by public transport?

- Put detailed instructions how to get to the center by public transport on the web-site

Elite automobiles are not separated from the low-budget ones?

- Rearrange the layout of the automobiles in the show-room according to the price categories or automobile class

Lack of enthusiasm of manager?

- ❖Material motivation
- ❖Non-material motivation

Manager's incompetence in some technical issues?

- Arrange the preparing courses for sales managers

Nobody asks any documents before test drive?

- Check the driving license before going to the test-drive

The End

Thanks for you attention!

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