



Case study: Automotive

IMPROVING SALES PERFORMANCE AND ACCOUNTABILITY

Large automotive group discovers dealer-reported lead counts are half of actual count.

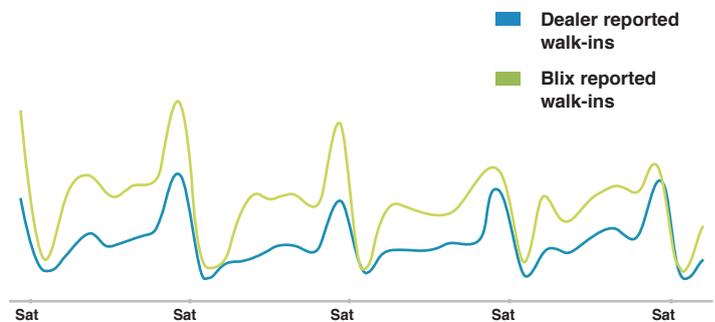
Challenge: Measuring sales performance and ROI

A challenge for many large franchise brands is accurately measuring the sales performance of their sales networks, as well as the ROI and effectiveness of their marketing spend. When sales drop, there is often conflict about who is responsible: inadequate marketing spend by head office to drive customers into dealerships, or poor performance of sales teams converting leads into sales.

One Blix client, a large automotive brand with an annual turnover of \$1.5 billion, was frustrated by its reliance on franchisee-reported walk-in numbers to measure the effectiveness of its advertising campaigns and the sales performance of dealerships. Not only was the existing method of counting subjective and manual, the franchisee had an incentive to underreport walk-in traffic to increase their sales conversion rates. With no independent measure to challenge these counts, franchisee's argued for increased advertising spend to improve sales, rather than focus on improving their own performance.

Solution: Auditing walk-in counts with Blix Intelligence

By installing Blix sensors into 200 dealerships, the client had an independent and objective measure of the number of visitors to the dealership. Using this data, the client learned that although dealers were accurately reporting general trends in walk-in traffic, they were significantly underreporting the number of walk-in customers by up to 48%.



Outcome: Improved insights and 14% increase in sales conversions

Increased sales performance

Increased dealership transparency and accountability for sales performance lead to increased conversion rates across all dealerships by 14%.

Further insights for low-performing dealerships

Blix customer engagement metrics—such as bounce rates and average visit duration—were analysed to identify areas for improvement in their customer interface and sales capabilities.

The client now incorporates Blix Intelligence into its dealership sales targets, facilitating accountability and transparency for both sales and marketing sectors of the company.