Boost Your Dealership Efficiency with Oxlo's Data Gathering Solution

Many dealer groups struggle with entirely manual and siloed processes when it comes to compiling valuable sales and customer service satisfaction and performance metrics. This process is not only time-consuming and frustrating, but also carries the risk of inaccurate data from formatting issues and fat-fingering. In order to take advantage of teachable moments, targeted trainings, and a culture or continuous improvement, your Dealership Group needs fast and accurate customer experience insights.

Oxlo's data gathering service simplifies and automates this process, helping to deliver timely and accurate customer insights across all your dealerships and brands.

How Your Dealer Group Can Benefit from Oxlo's Data Gathering Service

With Oxlo's automotive data gathering service, you can achieve measurable improvements in your dealership's performance and customer relationships:

Collect Data with Ease: Data is collected monthly & weekly,across all your brands and dealers, delivered to you in one place - ready for you to review and help you make data-driven decisions.

Pinpoint Areas for Improvement: Customer feedback and satisfaction scores can be leveraged to improve operations and customer experience.

Build a Positive Reputation: Set a new standard for exceptional service based on insightful customer satisfaction data.

Increase Customer Lifetime Value: Bring a consistent focus on providing solutions to enhance CSI scores and drive ongoing customer loyalty.

Strengthen Operational Execution: Easily identify data and feedback trends in both sales and service to target training, resolve system issues, and reduce service recovery costs.

Measure and Reward Performance: Used metrics to inform things like bonus programs, incentives, and create managerial accountability to create tangible improvements across the board.

Showcase Operational Excellence: Demonstrate consistent performance across all dealerships and secure new brands or support acquisition growth.

Customer Experience (CX) Metrics

Customer experience metrics, or key performance indicators (KPIs) in the automotive industry focus on measuring customer satisfaction, loyalty, and engagement levels. These metrics help dealerships and manufacturers understand their customer experience and identify areas for improvement. Examples include:

- Customer Satisfaction Index (CSI)
- NPS (Net Promoter Score)
- KPI (Key Performance Indicator)
- Overall Satisfaction
- First Time Fix Rate (FTFT)
- Fix it Right the First Time (FRFT)
- CSE
- Dealer Recommendation
- Composite
- SEI
- Overall Satisfaction
- Blended Metric -Top Box
- Dealer Retention
- Sales Effectiveness
- Service Retention

Get started with Oxlo today to simplify your data collection process to analyze key customer insights and drive greater customer retention.

The DataXtractor™ Index Data Set Includes:

COUNTRY	OEM	STORE	INDEX TYPE	DATE RANGE	EMPLOYEE	INDEX SCORE	COMPARATOR SCORE	COMPARATOR TYPE	SURVEY COUNT
USA	FORD	FFOR	SALES	3-MONTH	HENRY T	4.81	4.88	DISTRICT	35
USA	FORD	FFOR	SALES	PREVIOUS MONTH	HENRY T	4.92	4.89	NATIONAL	13
USA	FORD	FFOR	SERVICE TECHNICIAN	YTD	ERIC B	4.86	4.87	NATIONAL	142
CANADA	LEXUS	LOMCH	SALES MANAGER	3-MONTH	LUIZ M	4.81	4.88	REGIONAL	4
CANADA	LEXUS	LOMCH	DEALER SERVICE	3-MONTH	MEGAN G	5	4.88	REGIONAL	1
GERMANY	VOLKSWAGON	VWOC	SALES	YTD	JON B	5	4.88	NATIONAL	3