

# ŠKODA Türkei



## ❑ Das Unternehmen

- Škoda Importeur Türkei
- <http://www.skoda.com.tr/experience/yuce-auto/>

## ❑ Projekte

- Škoda Service Coaching für Service-Manager und Service-Berater (Landes-Adaptierung / Pilot Workshop / Know-how Transfer zu lokalen Consultants) in Istanbul
  - « Strukturierte Analyse der Kundenzufriedenheits-Umfragen (Škoda Customer Satisfaction Survey)
  - « Bedeutung der Kundenzufriedenheit im Service-Geschäft
  - « Identifizierung von Fokus-Bereichen
  - « Ursachen-Analyse
  - « Entwicklung von Lösungs-Ansätzen
  - « Erarbeitung eines Maßnahmen-Plans
- Individuelles Service Coaching bei Konmar Otomotiv (ŠKODA Händler) in Konya
  - « Arbeiten mit den Kundenzufriedenheits-Umfrage-Ergebnissen
  - « Erfordernisse in der Organisationsentwicklung für die nächsten 5 Jahre

## ❑ Feedback der Teilnehmer in Istanbul

- Pilot-Workshop wurde bereits von den lokalen Consultants in der Landessprache durchgeführt)
  - « Thank you very much. I've learned a lot.
  - « I've got a different perspective of seeing the CSS survey
  - « I wish to have this workshop 2 years before. It would be more helpful for me.
  - « We understand how to look at the CSS results
  - « Thank you very much.
  - « Not only the workshop but also the organization of the workshop was excellent. We've felt important within this organization. Thanks a lot to Mr. Ulaş (local consultant)
  - « The hotel, the environment is very professional. We understood how much importance is given to the CSS topic.
  - « Skoda is now on a new edge. Something is changing with the brand and we understand now it better.
  - « Thanks a lot to Mrs. Didem and to Mr. Ulaş (local consultants). Very professionally prepared workshop

# ŠKODA Türkiye



## □ Ulaş Seferoğlu:

To whom it may concern,

Within the scope of Skoda Service Coaching Project, we had executed CSS Workshop and Organisation modules in Turkey in 2013 to the accompaniment of Mr. Peter Kriechhammer. On his coattails, we obtained extensive information regarding how to approach the issues stated above.

In general, the aim of CSS WS module is to improve our dealers' CSS results by means of identifying key CSS questions and deeply analysing these questions of potential dealers. Mr. Kriechhammer also motivated us and our teams (*the dealers selected - totaly 8 dealers' service managers and service advisors*) to find out the best solution for sample surveys during CSS WS to improve the results accordingly.

When it comes to Organisation module... It had been carried out at a dealer as a pilot. This module is supposed to realise at dealers having troubles at organisational issues as well as lack of communication between employees. In terms of determining disconnections in a organisation, we utilised Mr. Kriechhammer's broad experience. By this means, we were able to develop some motivation systems at this specific case (*at pilot work*) as well. Besides, not only we got the dealer's employees socialised, but also we recommend the dealer management more convenient organisational chart.

Kindly submitted for your information.

Sincerely yours,

Ulaş Seferoğlu

İş Geliştirme Müdürü/Business Development Manager

