

How Peugeot guarantees compliance with operational standards within its network



'With YOOBIC, we control all of our auditing processes at the dealerships. This tool helps our field teams to be more efficient and more productive. Our dealerships' compliance with our standards has greatly improved.'

Bénédicte Rebotier, Service Quality Standards Manager

About

Peugeot has 10,000 dealerships and is present in 160 countries. The quality and design excellence of its products is recognised all over the world.

Challenges

To guarantee a consistent customer experience across its dealerships, Peugeot's operational standards must be implemented at each dealership. To guarantee the correct implementation of these standards within its network, more than 100 area managers are tasked with visiting the dealerships and carrying out audits.

However, the process was laborious as audits were carried out manually, transcribed onto a computer, and then finally shared with HQ and the dealerships. This prevented HQ from obtaining a quick and comprehensive overview of compliance with operational standards.

Peugeot was seeking a tool which would enable area managers to save time and be more efficient, whilst allowing the head office teams to immediately verify the application of standards.

The solution with YOOBIC

Peugeot deployed YOOBIC to its 120 area managers, its 400 owned dealerships, and its HQ quality assurance teams.

The YOOBIC solution is used to:

- Carry out audits and share the reports with the dealerships
- Define and assign action plans following visits in order to correct issues
- Analyse compliance across the entire network



Area managers

Area managers use YOOBIC daily throughout each dealership visit. They progressively log their audit form directly into the app while checking the store with the branch manager.

They can take photos to confirm compliance with standards and assign action plans when they identify areas for improvement.

Bénédicte Rebotier, Service Quality Standards Manager at Peugeot, explains: *'Over the course of their visits, they have the ability to define and assign action plans to specific people within the store and to track their completion in the app. This enables us to fix issues faster and ensure an excellent customer experience across our retail network.'*

Dealerships

The branch managers of the brand's 400 dealerships use the app to receive action plans from the area managers and to confirm their implementation. The central quality assurance teams also provide dealerships with the opportunity to carry out regular self-assessments in the app in order to ensure that they comply with the operational standards of the group.

Head Office teams

HQ teams receive the audit data on the YOOBIC automatic dashboards. These dashboards allow them to track indicators such as the number of audits carried out, the frequency of visit of each dealership and the compliance rate.

HQ teams also have a photo library, allowing them to see all the photos taken during the audits.

Guillaume Couzy, Managing Director of Peugeot France, says: *'We have a very interesting photo library which allows us to see if our brand & operational standards are respected and give us a true picture of what's going on in the field.'*

'It takes a maximum of 20 minutes to perform an audit in YOOBIC. It's hugely time-saving for our area managers'

Benefits and Results

The YOOBIC app has allowed Peugeot to:

1. Improve efficiency and agility

The auditing processes are now simple and effective. Area managers save a lot of time as they are no longer need to write up reports after their visits. This means they can visit more dealerships and dedicate more time to coaching the dealership teams. Bénédicte Rebotier explains: *'Doing everything by hand took around an hour and a half. Now, it takes a maximum of 20 minutes to perform an audit in YOOBIC. It's hugely time-saving for our area managers.'*

Guillaume Couzy adds: *'YOOBIC has provided us with greater agility and facility to perform a task which is usually difficult to manage.'*

2. Improve compliance with operational standards

The digitalisation of auditing processes allows HQ teams to have an immediate understanding of the application of brand & operational standards. As a result, they can correct issues effectively in order to ensure a consistent customer experience and service across their dealerships.

Guillaume Couzy asserts: *'We had an excellent adoption of the solution by our field teams due to its ease of use and its playful aspect. This is why we recently decided to deploy YOOBIC to our network of owned-dealerships, and I believe it results in increased quality across our network.'*

3. Simplify exchanges and encourage collaboration

Beyond the improvement of compliance with operational standards, YOOBIC makes communication more fluid and facilitates collaboration between the HQ teams, the area managers and the dealerships. The application allows teams to share and showcase good practices.

