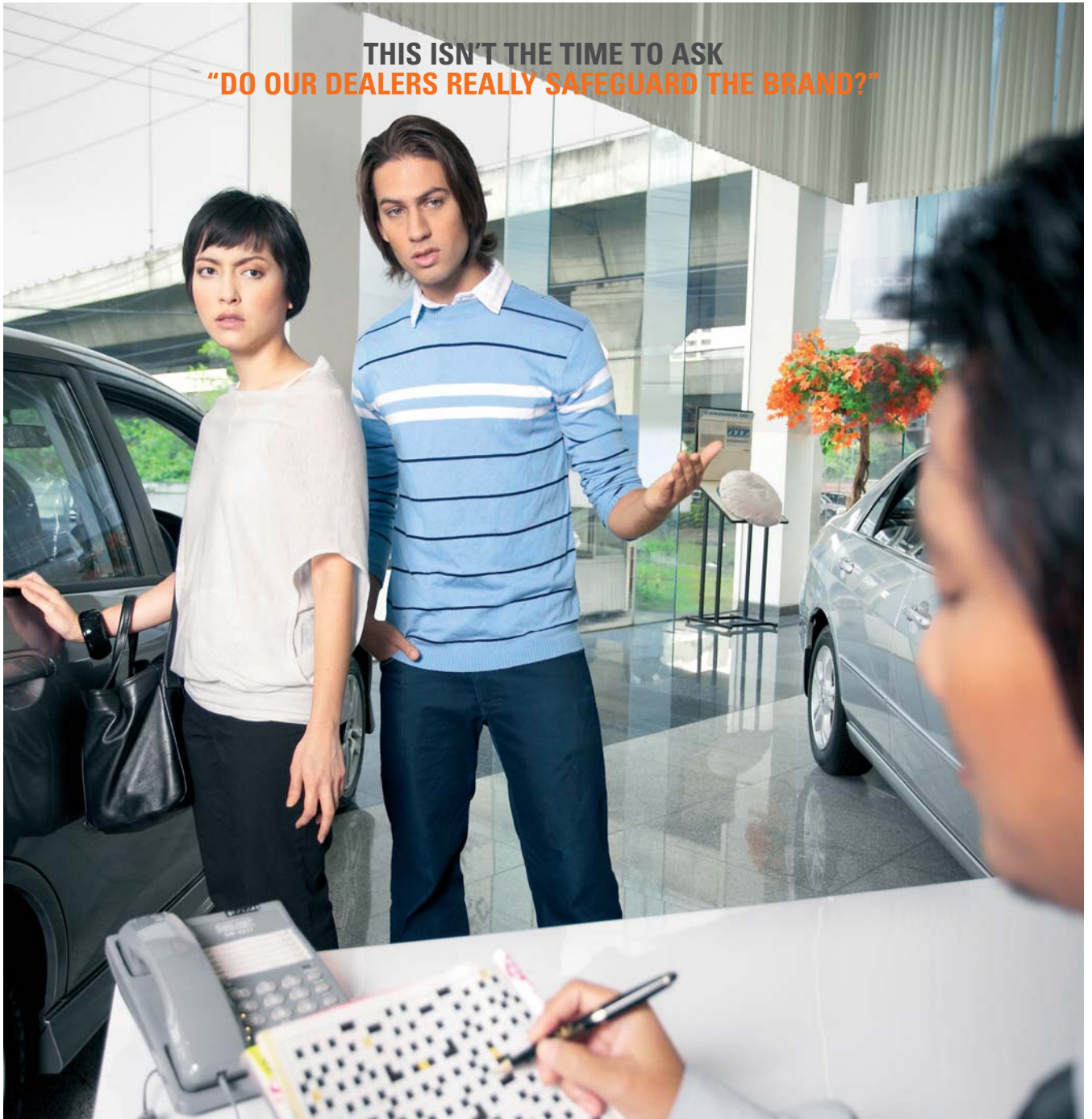


**THIS ISN'T THE TIME TO ASK  
"DO OUR DEALERS REALLY SAFEGUARD THE BRAND?"**



**SGS**

# BRAND PROTECTION AUDITS

## ENSURE YOUR DEALERS ARE ALWAYS COMMITTED TO RESPECTING AND BUILDING YOUR BRAND

Your dealer network is the human face of your brand. When they are totally professional they build the brand as well as drive the business forward. Therefore, it's critical for car manufacturers to ensure that dealers properly maintain and respect the brand and all it stands for. However, large expensive communication campaigns aimed at building a particular brand image can fail because discrepancies can happen during the sales process.

Brand Protection Audits from SGS protect, maintain, and build brands by inspecting and reporting on your dealership's compliance to existing internal codes of conduct for the sales process. Our audits uncover any problem areas in your network with regard to dealer conformity to your company's standards of quality and service, so that you can take the necessary steps to preserve one of your most valuable assets – your brand.

### DEALERSHIP ASSESSMENT

Brand Protection Audits serve as a complementary tool to any traditional 2<sup>nd</sup> party audits carried out against your general quality requirements. What's more, they provide clear results that help to ensure your dealers comply with your latest policies.

To maximise the effect of Brand Protection Audits, SGS uses 'mystery shopper' audits in which a professional auditor plays the role of a customer. Using a pre-agreed set of criteria they visit a dealership in the guise of a potential customer and report on the service elements that an everyday customer would notice. This can vary from the general appearance of the showroom and staff to how long they had to wait before being served. They address details such as whether the employees are courteous, appropriately dressed and wearing an identification tag. Each audit is tailored to individual brand needs.

SGS also performs Brand Protection Audits at competitors' dealerships, providing you with useful information about their dealers' attitudes, strengths and weaknesses.

### PREPARATION FOR BRAND PROTECTION AUDITS

SGS will work with you to design 'mystery shopper' audits that fulfil your specific objectives. We agree the roles our auditors are going to play (gender, age, profession, type of vehicle) and determine the focus and detail of their visit. Finally, we determine how your mystery audit results are going to be classified so that the final data is clear, coherent and actionable.

We also factor in the number of auditors required – bearing in mind that the same auditor won't visit the same site twice and multiple visits to numerous sites may be necessary to get a clear overall picture.

### MANAGING YOUR DATA

The best results are achieved with an internet database for auditors to input their results. SGS has the experience and expertise to help build this kind of data management system. At any time during the process, such a database can provide information such as dealership scores, local statistics and global trends concerning your dealers' conformity to your company's standards of quality and service. The result is a real-time overview of how the brand is respected and used in individual locations or and across regions and geographies.

### MAKING THE MOST OF BRAND PROTECTION AUDITS

Brand Protection Audits are an investigative tool that ensures your dealers comply and continue to comply with company standards. They are designed to focus on specific criteria that customers notice - general appearance, sales processes and your brand's communication. The results provide you with a greater understanding of where and how to improve the customers' perception of your brand. Once a common understanding of the standards you expect has been established, dealers can support your brand in the best way possible. Brand Protection Audits also help you to develop the quality and consistency of your network, which will earn you respect from customers, stakeholders and other dealers.



### WHY SGS?

At SGS, we have specific knowledge of the automotive industry. Added to that, we're immediately operational at a fraction of the amount it would cost to develop the equivalent with internal resources.

Our experience and understanding of the complex and diverse needs of clients comes from the expertise we've gained in auditing, certification, testing and verification of businesses, and the strong partnerships with companies over the last 125 years.

Our global brand is built upon our presence in 75 countries with over 80 000 certificates globally. SGS is the world's leading certification body in diverse standards, such as ISO 9001:2000, ISO/TS 16949, ISO 14001:2004, OHSAS 18001, SA 8000.

Audits are a tool to improve the efficiency of your processes. Audit services are not only a measurement tool but also a building block of your continuous improvement systems. They recognise the past achievements, show how far the organisation has already travelled and materialise the impetus of your business. The SGS approach is transparent and logical, which is why we become your partner towards improvement and in meeting your business objectives.

The diverse industry and technical experience of our global team of highly qualified auditors, enables them to deliver the most professional audits to assist you in meeting your business objectives. Our auditors are trained the 'SGS way'; they listen to the client and are objective and ethical at all times. Our globally consistent approach means that our auditors identify the Corrective Action Requirements (CAR) in a consistent manner.

### START TODAY

SGS representatives are happy to answer any of your questions and issue a proposal that suits the needs of your organisation. Please contact:

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WHEN YOU NEED TO BE SURE

