

LACKING DATA? LET US FILL IN THE BLANKS!

How General Motors used our data to improve the effectiveness of their marketing campaigns

THE PROJECT

General Motors creates and distributes marketing materials and elements for 4,269 Certified Service centers in dealerships across the U.S. Many of these resources were not being implemented for multiple reasons. Service departments are an important profit center, therefore, GM was very motivated to ensure as many dealers as possible participated in all marketing programs. With limited data on existing conditions at each dealership, they needed a mass survey to photograph, measure and audit all of the Certified Service Centers.

OUR PROCESS

GM teamed up with their image partner, DCI Marketing, and The InSite Group to create a scope of work and implementation plan for surveying 4,269 dealerships in all 50 states.

- The InSite Group created a master plan that would include a recurrent survey model to leverage program volume resulting in a significant cost savings.
- A custom mobile app was created to deliver information on a 170 point survey from each location. The information was uploaded to our proprietary web portal, Sytlogic, giving the client access to each site, and the ability to perform executive summaries and detailed status reports in real-time, 24/7.
- To provide proof of concept and performance capabilities, a 12 site Beta test was performed. Once the application was perfected, five individuals were educated on the Beta test, and authorized to train the remaining 41 surveyors in the field. A dedicated QC team was created to review massive amounts of data coming in from the field, up to 140 locations per day.



CLIENT IMPACT

- The InSite Group's customized app and 24/7 access to the web portal SytLogic enabled the client to monitor the process on their end to help The InSite Group make on the fly adjustment to prevent repeat visits and increased cost.
- The quality of training given to our contracted surveyors in the field led to a successful completion inside of the budget and deadline.
- Supplied with current site conditions, GM could implement their new marketing initiative called **"Revolutionizing the Service Lane Experience"**.