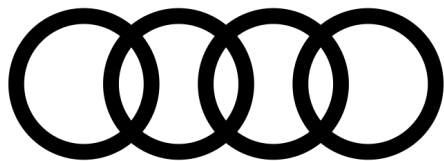


## QuestionPro supports Audi Volkswagen Middle-East in the implementation of its mission "Consistently Audi".



### Contact

Aditya Subramaniam

Manager of Customer Experience,  
Audi Volkswagen Middle East



### Solution

QuestionPro CX

### Overview

Before working with QuestionPro, the process for collecting customer feedback at Audi Volkswagen dealerships in the Middle-East region was cumbersome and required significant manual effort. With the introduction of QuestionPro, the automotive group saves a total of 3 hours of collection and analysis effort every day.



## Overview

Audi Volkswagen Middle-East is the headquarters and first point of contact for all Volkswagen and Audi dealers in a total of 11 countries in this region.

Audi Volkswagen Middle-East is responsible for managing sales and marketing activities as well as developing the dealer network and customer service for the entire region. The Group, also known as the Volkswagen Group, comprises twelve brands from seven European countries: Volkswagen Passenger Cars, Audi, SEAT, ŠKODA, Bentley, Bugatti, Lamborghini, Porsche, Ducati, Volkswagen Commercial Vehicles, Scania and MAN.

### Audi Volkswagen Middle-East

- 100 percent subsidiary of AUDI AG
- Founded in 2005
- Activities in the United Arab Emirates | Saudi Arabia | Kuwait | Bahrain | Oman | Qatar | Lebanon | Jordan | Iraq

[www.audi-me.com](http://www.audi-me.com)



"The data made available in real time is a gem as we can use the data to drive day-to-day decision making."



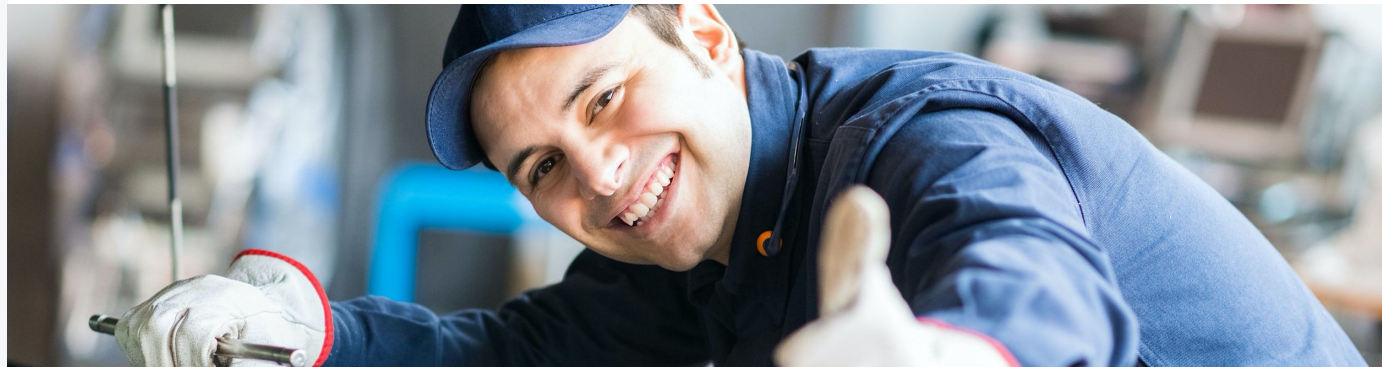
**Aditya Subramaniam**  
Manager of Customer Experience

## Why QuestionPro?

Audi Volkswagen Middle-East strives to stand by their 3-value system of trust, consistency and quality in everything they do, not just in the way they build their cars. It is also very important to the automotive group that these values are also reflected in their partners, suppliers and service providers. For this reason, the company decided to work with QuestionPro to implement a customer experience management solution to collect and analyse customer feedback.

For Audi Volkswagen Middle-East, QuestionPro has been an agile and flexible partner from the very beginning, quickly putting all specific customisation requests and implementation requirements into practice. Another reason for choosing QuestionPro as a technology partner for CX solutions is the guarantee of on-site support, as QuestionPro operates a branch in Dubai.

Audi Volkswagen Middle-East is working with QuestionPro's customer experience technology to develop a system for tracking dealer KPIs. QuestionPro's CX experts are supporting the automotive group in implementing the solution and meeting customer-specific requirements. Another important criterion for choosing QuestionPro as a CX partner is the 24-hour service and the fast availability of support.





## QuestionPro Solution Key Facts

- Simple implementation
- High data quality
- Auto - Deployment
- 100% Self - Service

## Challenges & Solution

QuestionPro's Customer Experience (CX) solution enabled Audi Volkswagen Middle-East to implement all the requirements of the dealers and business unit managers in terms of how data should be collected and analysed. The data collected from touchpoint analytics, analysed in real-time in QuestionPro's Experience Dashboard, helps Audi Volkswagen Middle-East to make quick decisions and thus react agilely to customer feedback.

### Implementation

QuestionPro's solution and implementation experts worked in high frequency with Audi Volkswagen Middle-East executives to ensure that all required materials and approvals were delivered within the same day, ensuring that the CX solution was up and running in an incredible 2 weeks!

### Auto-deployment

The QuestionPro platform for customer experience management can automatically identify which customer survey to send to which contacts (such as region, dealer, etc) based on the information in a contact import file. This saved 3 hours a day as Audi Volkswagen Middle-East did not have to check the contact details.

### Data quality

Contact data in the customer database with incomplete information was automatically identified by QuestionPro using a bad data quality check and then completed and refined by Audi Volkswagen Middle-East to better reach customers and thus significantly improve the response rate from customer surveys.

### Self - Service

QuestionPro CX is one of the most intuitive CX solutions available! Although it is a platform with comprehensive and complex features, the respective Audi Volkswagen Middle-East dealers were able to go beyond the large-scale collaborative project and develop specific survey applications for their own location.

## Overview of QuestionPro's solutions:

- Experience Management Solution
- Worldwide panel (22 million)
- Consulting
- Community
- Advanced analysis such as cross tabulation, grouping and semantic text analysis
- Conjoint, MaxDiff, A/B Testing and much more.

## Learn more

[www.questionpro.de](http://www.questionpro.de)



## Results

- 100% increase in response rates compared to previous years
- ~\$500,000 saving in terms of solution and resource costs over 5 years.
- 4% more car sales as bonuses were directly aligned with customer satisfaction KPIs
- 3 hours of manual effort saved daily thanks to automated surveys
- Consistent experiences across all branches
- Increase service retention rates.
- Significantly higher customer loyalty and satisfaction at retailer level

## About QuestionPro

QuestionPro is an enterprise feedback management platform that has been continuously and closely developed for two decades to meet the needs and wishes of our customers in the fields of experience management, market research and scientific research. With more than 4 million customers in over 100 countries, QuestionPro is one of the most widely used and popular survey and analytics solutions in the world. Our main areas of activity are Market Research, Customer Experience and Employee Experience.

