



## A Major Automotive Aftermarket Retailer

Sales, Service and Morale Get a Much Needed Shot in the Arm

- In the doldrums from slow sales, poor service and low morale, retailer needed a quick turnaround
- Maritz crafted an incentive travel program to maximize participant appeal, matched with goal-oriented qualifying requirements
- The program produced clear improvements in employee engagement, collaboration, motivation and customer service

The goal was to reward service and retail managers who attained variable profit targets and top-ranking Customer Service Index (CSI) scores for the fiscal year.

### Situation

The client was facing major competition from other automotive aftermarket stores at the retail level. Low company morale was affecting employee attitudes. Retail sales were down. Poor follow-through and lack of teamwork in the service channel were resulting in poor customer service. Hoping to recharge sales and change the customer experience, the company looked for a way to motivate its employees to work together.

### Solution

Maritz recommended a goal-oriented incentive program for the retail and service managers at 635 stores. A first ever sales-incentive travel trip would be awarded to the top 50 performers. Maritz selected a five-night Caribbean cruise that would have particular appeal to the young, less traveled audience. Winning a full week off work also had strong appeal to this audience. The goal was to reward service and retail managers who attained variable profit targets and top-ranking Customer Service Index (CSI) scores for the fiscal year. Service managers had to be in the top 100 service centers in percentage service variable profit improvement for the fiscal year. Retail managers had to be in the top 100 retail stores in percentage retail variable profit improvement for the fiscal year. Service/retail managers needed a total CSI score in the top 50 percent of company for the fiscal year.

Connections made on the cruise motivated both the retail and service sides of business to work together to increase each other's sales and exchange more client information on a daily basis.

## Results

- Employee engagement improved.
- Retail and service CSI scores improved at many stores.
- Connections made on the cruise improved daily collaboration between retail and service managers.
- Trip winners valued the opportunity to network with other attendees and executive hosts.
- Post-trip survey of attendees on the trip experience was 9.4 out of 10.

For more information, please visit Maritz Travel at [www.maritztravel.com](http://www.maritztravel.com) or call (877) 4 MARITZ.