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AUTOMOTIVE AFTERSALES CONSULTING

OUR EXPERTISE FOR YOUR DEALERSHIP

cotedo
consulting · project management · marketing

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"PROFESSIONAL SUPPORT FOR YOUR AFTERSALES"



Stefan Gatt
Managing Director

WELCOME TO COTEDO

cotedo is a consulting and project management company based in Munich. Our 30 employees work in a wide range of areas, and all of them are true experts in their fields.

But we all have one thing in common: we develop tailor-made solutions for international corporations and medium-sized companies. Our goal is always to offer you more than you expect – with professional expertise and always up to date.

We are aware of the great responsibility you place in our hands when you entrust us with the design of your aftersales department. We focus on your success in aftersales – from the building structure to the hand tools.

CHANGES IN THE BASIC STRUCTURES OF AFTERSALES

Shaping change together

In recent years, a complex landscape of CRM, sales in aftersales, financial products and broad lifestyle offerings has developed in the field of aftersales. The professional reception of vehicles, including a comprehensive



Dennis Hartmann
Head of Automotive Aftersales Consulting

assessment of vehicle potential, and the subsequent economically successful and qualified repair are increasingly being pushed into the background. Nevertheless, these factors are essential for success in aftersales. In particular, the strategic approaches of vehicle manufacturers are leading to a considerable change in the requirements for these supposedly "easy exercises". Recognising these changes and aligning ourselves with them will be one of the central tasks of the coming years.

> Every mechanic is only as good as his knowledge, every aftersales only as good as its structure.

The future is being influenced by dynamic factors that are already visible today and that will lead to a significant change in the basic structures of aftersales.
We are facing up to this rapid change with its sometimes controversial requirements and advise you on many levels of possible future orientation, but also on a very fundamental level with regard to the important key services in aftersales.

Revenue distribution in the dealership



Source: http://www.presseportal.de/pm/32053/2575362

THREE CHALLENGES YOU NEED TO RESPOND TO

Stay future-proof!

Key topics that already determine success in aftersales today



This collection is certainly not an exhaustive list. Nevertheless, there is already a serious portfolio of challenges that need to be mastered in everyday business. In addition to these topics, which we regard as core services, we see the following outstanding requirements that we must meet in aftersales:

1 Shorter service throughput, falling contribution margin
The expansion of small vehicle classes to stay below the CO_2 limits and the foreseeable increase in electric vehicles will shorten service throughput. As a result, less revenue can be generated per order and per customer. However, since every order triggers constant process costs, less contribution margin can be generated. The contribution margin will therefore decline even more steeply than in previous years unless deliberate and focused countermeasures are taken.

2 Digitalisation in the workshop
While today only a limited number of hand-picked workshops use functioning digital systems in their productive areas, we see considerable potential here for reducing process costs in the productive areas, but also in the administrative areas of aftersales. As a strategic partner of companies in software development, we are already playing a key role in shaping the important step of productive aftersales into the digital world.

3 Autonomous driving
In the medium term, we have to ask ourselves what requirements autonomous driving will place on our aftersales landscape. From vehicles arriving on their own – and with them possibly new working time models – to the adjustment and calibration of the associated vehicle systems, the challenges must be identified and mastered together.

OUR CONSULTING AT YOUR DEALERSHIP

Real and comprehensible added value for you

Reducing process costs, increasing profit
These challenging topics require early consideration, especially if entire aftersales areas are to be newly built or modernised. Reducing process costs is crucial for economic success in any case.

Established structures from industry are already visible today in many aftersales areas of large sites. Auxiliary processes are being introduced and services for process optimisation embedded. From car jockeys to the delivery of spare parts to the workstation, a wide range of developments can already be observed today. Automation is also becoming increasingly interesting and economically viable – think of the storage of a considerable number of wheel sets.

But the very basic topics such as furnishing, equipment placement, workstation definitions and building structures with regard to walking distances are still relevant, if not more important than ever.

In our consulting, we consider the entire throughput of a customer vehicle in service and, with it, the corresponding interfaces, where applicable also to

sales. In doing so, we take into account all value-adding factors that arise during this throughput.

- Access and car park
- Entrance situation
- Reception / cash desk
- Service advisory / reception
- Workshop (mechanics / electrics / body)
- Parts warehouse / parts sales
- Shop system / product presentation
- Preparation and car wash
- Associated elements of the value chain (wheel storage, special repair methods, paintwork, etc.)

What can you expect from us?
What do we demand of ourselves?
As consultants to your company, we aim to deliver real and comprehensible added value. Your consultant is able to grasp even complex issues, break them down into individual structures and find assessable metrics and indicators that can be analysed in practice. Only in this way can substantial consulting with comprehensible added value be achieved.

Our result is not merely an assessment of the current situation with proposals for improvement measures. Rather, we go the whole way with you to the desired result.

Interested?
You will find the latest news and much more online at www.cotedo.de

We look forward to your visit!

See us as your colleague
At cotedo, we do not see ourselves exclusively as consultants, but rather as a temporary partner. Our analytical and methodological as well as communicative and psychological skills enable us to work out a problem, develop pragmatic solutions and actually implement them.

Our goal is a solution that is technologically appropriate, economically sensible, legally sound and supported by your employees.

Thorough research, intelligent communication, targeted training and a holistic conceptual approach are the basis of our consulting. We are always up to date on new vehicle technologies, repair methods, legislation, standards and regulations, guidelines and manufacturer philosophies.

Flexible consulting, tailor-made solutions
We adapt our consulting entirely to your specific situation. Only in this way can we develop a solution that does 100 percent justice to your business.

However, over the course of the many hundreds of consulting projects we have already carried out, three core services have emerged that can be applied successfully again and again. You will find details of these three programmes on the following pages:

- Real Aftersales
- Building with cotedo
- Auditing and Certification



REAL AFTERSALES

Facts instead of key figures

Key figures have their justification for making results and successes measurable. However, your operational key figures are not the basis of our consulting: we analyse and advise on the basis of visible structures and the actual situation on site.

Our promise
Together with you, we develop a comprehensible roadmap to maximum productivity through ideal use of space, functional equipment and sensitised staff. On request, we then accompany you until the joint goals have been achieved.

Our consulting scope: we optimise these areas for you

Car park
- Basis for processes
- Short distances
- Customer guidance



Service advisory
- Basis for success
- Reliable commitments (duration, price)
- Representative appearance
- Digitalisation



Parts sales
- Service provider to the workshop
- Support for the highest possible profitability
- Expansion of the service portfolio
- Reduction of process costs
- Special tools



Workshop
- Use of space and structure
- Trust-inspiring appearance
- Functionality for ideal workshop processes
- Cleanliness and self-sustaining storage systems
- Future viability/digitalisation
- Electromobility
- Retail standards



Car wash
- Preservation of the building fabric
- Attractive appearance
- Environmental aspects
- Durability of the technology
- Profitability

BUILDING WITH COTEDO

Designing a dealership requires aftersales expertise

We are a close planning partner of your lead architect
Architects are indispensable for designing an aesthetically and functionally high-quality building. For a structurally functioning and maximally profitable car dealership, we have the necessary expertise.

We relieve your operational team
Experience shows that the planning, purchasing, control and implementation processes for building a car dealership with all its functional areas tie up at least half a man-year of capacity in your commercial team and, to a large extent, in management as well. We provide relief.

Our knowledge creates investment security
Specifications, guidelines, manufacturer standards, technical specifications and tool requirements demand considerable depth of knowledge. We are at home in the complex market for aftersales equipment and create transparency – for maximum investment security.

Our common goal is to optimise your productivity
When planning new properties, often only known deficits are eliminated while traditional working methods are continued. That does not go far enough for us. To optimise your productivity, we take modern and progressive working methods as well as possible future scenarios into account right from the planning stage.

We are independent
Any planning with a sales background is limited in terms of product selection, planning scope and subsequent support services. Our holistic consulting, however, covers the entire development process, implementation and commissioning – without limits imposed by manufacturer conditions or commercial process requirements.

BUILDING WITH COTEDO

Consulting and execution from a single source



What we offer you:

- Sensible building and modernisation, taking into account dimensions, processes, routes and technology
- Tailor-made technical solutions to achieve optimum cost-effectiveness
- Commercial and technical planning and support for aftersales from a single source
- Sponsorship for the success of the overall project
- Indispensable link between business administration and technology
- Support until operational readiness and beyond

BUILDING WITH COTEDO

Our service packages

We are happy to support you with the new construction or conversion of your car dealership, from the first planning steps to beyond completion. You determine the scope.

Conception

- Needs assessment
- Definition of objectives
- Building layout
- Manufacturer requirements
- Equipment selection
- Furnishing/ fit-out concept
- CAD

Coordination

- Tendering procedure including commercial summary
- Selection and ordering
- Supplier management
  - Schedule management
  - Installation coordination
  - Technical acceptance
  - Invoice checking
  - CAD

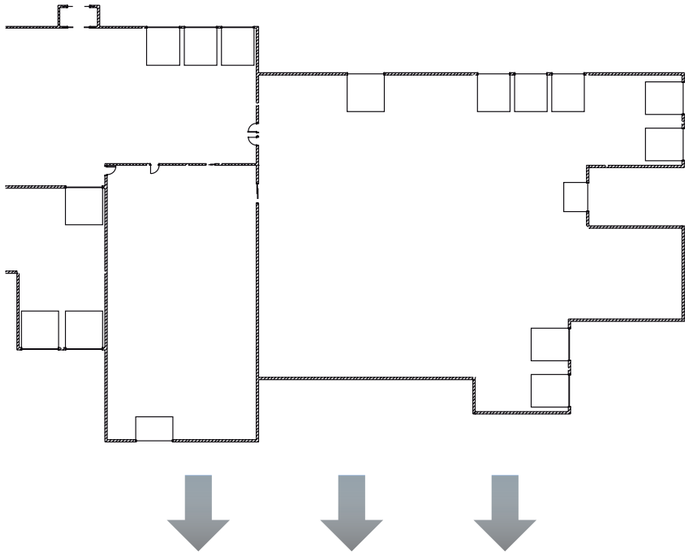
Qualification

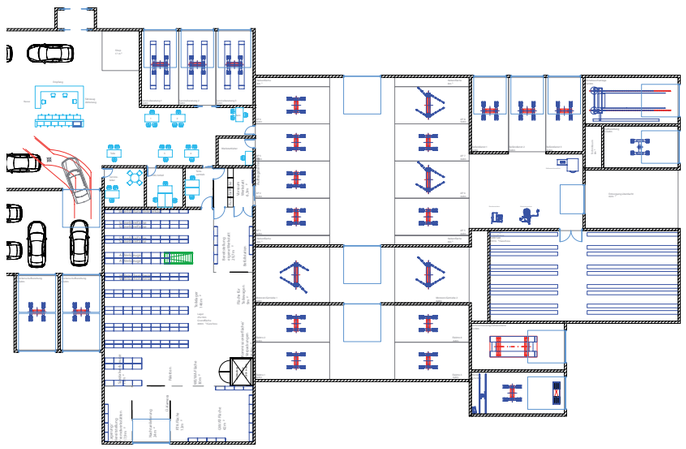
- Know-how transfer from planner to user
- Establishing planned workflows, processes and structures through coaching
- Management and monitoring of equipment instruction
- Ensuring the users have the necessary skills
- Retrofits/conversions, customisation of tools and equipment
- Complaint management
- One-call service management

BUILDING WITH COTEDO

We give your goals a dimension – from rough planning to the last detail

Already in the first building layout, we jointly define the structure for your success.
Through efficiency in space and distances, we secure your goals at an early planning stage.





Confidence through smart space solutions and intelligent work-station definition

- Space definition, functional adjacencies and mapping of ideal processes
- Furnishings, technology and tools: quality in environment and product
- Economy through maximum utilisation density, productivity through tailor-made equipment

AUDITING AND CERTIFICATION

Clear and reliable collection of the relevant data



For many years, we have been a partner to various vehicle manufacturers and to vehicle dealers in the auditing and certification of manufacturer standards and selected product programmes. This has enabled us to gain a wide range of experience in these areas. Whether you want to prepare your business for an audit or an entire sales company is to be checked for compliance with your standards – we are your ideal partner.

With a comprehensive understanding of the wording in the scope and context of the standards, with the necessary analytical skills for focused processing and with the know-how for targeted operational development until all requirements are met, we can support you expertly. Together, we decide which scope is sensible and goal-oriented.

Achieving the desired result with methodology and empathy
We are happy to offer you the “Q&A Manager” we have developed, a digital app solution that is tailored entirely to you and your situation. Of course, your existing basis for checking your standards can also be used. In every variant, the result is a fast, clear and reliable collection of the relevant data.

Together, we develop your site or an entire sales organisation towards the desired result. The key lies in information and knowledge in the context of the standards and in communicative proximity: we combine the methodology of structured auditing with the empathy needed to develop a high fulfilment rate through partnership-based support.

Identifying, evaluating and breaking down investment needs
We are also your competent partner when it comes to evaluating investment needs arising from market requirements, standards and/or technological developments. We provide a comprehensive overview of necessary building alterations and needs in furnishings and equipment, as well as a clear picture of the near future. This makes outstanding as well as current and future investment needs clear. The basis here is legal requirements, the manufacturer’s standards and foreseeable requirements arising from vehicle development.

PROVEN PROCESS QUALITY

The highest standards for sustainable success



Innovation is crucial for improvement and increasing quality. We continuously develop our business processes in order to improve constantly. To be successful, one must adapt to changing market conditions and requirements and offer outstanding and advanced products and services on the basis of efficient business processes.

This is the aim of our quality management, which is also responsible in particular for the continuous improvement of business processes and products. Innovation is crucial for improvement and increasing quality.

Our ISO 9001:2015 certification ensures that the high expectations our customers place on us with regard to the quality of our products and services are fully met.

RESPONSIBLE AND CORRECT

Integrity is the basis of all our business and actions

Responsible, correct and sustainable action is a key pillar of success for us. It is therefore anchored in our mission statement and should always be the basis of all our business and actions.

As a success-oriented company, we are convinced that our integrity, now and in the future, forms the basis for sustainable and successful business activities and for our corporate culture.

Respect for the individual and commitment to responsibility
The basis for responsible and correct action is respect. We believe that the success of our company depends on the sum of the skills and achievements – and thus on the commitment – of all our employees.

We always respect the individual and expect all employees to respect the rights and dignity of others. We want you to be able to develop your talents and abilities and to realise our full potential. We therefore expressly support the exchange of information and open dialogue.

We are not satisfied with the status quo, but work continuously to keep improving





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AI-translated and designed. The German version prevails.