# MOTICX

**Case Study**

# How Mazda Motor Europe improved customer loyalty

and increased its Net Promoter Score by nine points

MAZDA

# How Mazda Motor Europe improved customer loyalty

## and increased its **Net Promoter Score by nine points**

Overlooking the banks of the Rhine im Leverkusen, Germany, Mazda Europe GmbH (MME) serves as the regional headquarters for Mazda in Europe. Operating across 30 countries, it has transformed its approach to customer feedback management through partnership with Customer Alliance.

**26%**
reducation in negative service reviews

**~2 million**
reviews collected

**9-point**
NPS increase for dealer service

**Website**
www.madza.eu/en

**Company Size**
1800 dealerships

**With Customer Alliance since** 2019

**Industry**
Automotive

**Location**
Europe

# What were Mazda's challenges before Customer Alliance?

## Managing complex feedback at scale

With 1,800 dealerships across Europe, each running multiple customer surveys for sales, service, and follow-up experiences, Mazda Motor Europe needed to **centrally capture and manage customer feedback**. The company wanted to give management clear visibility of dealer performance and customer satisfation at every touch point.

## Identifying repurchase opportunities

Mazda needed a **systematic way to identify exisiting customers** who were considering their next vehicle purchase. Without a structured approach, potential repurchase opportunities could be missed, especially when customers were visiting for routine service rather than actively shopping.

## Responding quickly to customer feedback

Madza wanted to ensure dealers could **quickly act on customer feedback**. The company needed a system to alert relevant dealers when customers need support and track how issues were resolved.

## Highlighting customer success

Madza received significant positive feedback across its network but needed a better way to capture and share these experiences. The company wanted to **amplify customer success stories** and share best practices across its dealerships.

# How does Customer Alliance help Madza

## A central dashboard for each dealer to manage

Customer Alliance platform automatically collects reviews and survey responses, and calculates key metrics like Net Promoter Scores (NPS). With all the feedback in one place, Mazda has complete oversight of customer satisfaction for both individual dealers and across its entire network.

With close to **2 million reviews collected**, Mazda has a vast and reliable dataset to track customer sentiment, identify trends, and measure the impact of service improvement. Management can instantly access dealer and brand performance metrics without manual data processing.

This automated data collection and analysis helps Mazda maintain consistent quality standards and quickly address any issues that arise.

How likely would you be to recommend our brand to your friends/relatives /business colleagues?

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

Unlikely       Very likely

> **"**The ability to manage external reviews in one place and to automatically create reports for quality management among the dealerships has strengthened Mazda's European network. It allows us to set proper benchmarks, providing greater overall efficiency.**"**

**Simon Haines**
*Director Customer Knowledge at Mazda Motor Europe*

## The systematic reduction of customer complaints

When Customer Alliance's platform detects a **review with satisfaction below 60%**, it triggers an **immediate response process:**

- ✅ The relevant dealer receives an instant alert
- ✅ A structured workflow guides the dealer's response
- ✅ The system tracks resolution time and success
- ✅ Management can monitor complaint handling across the network

This systematic approach to handling negative feedback has led to the **26.15% reduction in negative service reviews** and helps ensure consistent service quality across all dealerships.

*"Our main focus is to take care of our customers. If there are problems and we find out about them through customer satisfation surveys, that's our chance – and of course the dealer's too. With this approach we achieve a high level of customer loyalty, which is of utmost importance, especially in the long term."*

**Christina Rohde**
*Coordinator Network & Customer Operations*

*"Having the right tools at hand to manage your online reputation effectively is key to enhance your customers' experience even before they visit a dealership."*

**Simon Haines**
*Director Customer Knowledge at Mazda Motor Europe*

## Monitoring and improving service quality across the network

The platform helps Mazda maintain high service standards by:

- ✅ Comparing dealer peformance against national benchmarks
- ✅ Tracking satisfaction trends to measure the impact of service changes
- ✅ Monitoring review response rates to ensure customer feedback is being addressed
- ✅ Identifying and sharing best practices across the network

This data-driven approach has helped Mazda achieve significant improvements in customer satisfaction, **including a 9-point increase in dealer service NPS - a key indicator of customer loyalty and likelihood to recommend.**

## A system for identifying sales opportunities from service

Rather than waiting for customers to express interest in a new vehicle, Mazda uses a post-service survey to identify customers looking to buy a new car in the near future.

This enables Mazda to:

- ✓ Automatically identify potential buyers after service visits
- ✓ Alert sales teams to follow up within seven days
- ✓ Track the status of each sales opportunity

This systematic approach helps Mazda **turn routine service visits into valuable sales leads, ensuring no opportunity is missed.**

**MOTICX | MAZDA**

Mazda Motor Europe's collaboration with Customer Alliance has fundamentally improved how it listens to and acts on customer feedback. With a centralised system in place, dealerships can respond more effectively to concerns, strengthen relationships, and uncover new sales opportunities.

These improvements have not only boosted customer loyalty but also reinforced Mazda's commitment to service excellence across its European network.