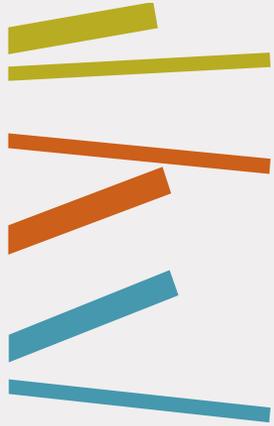


FRENCH REPORT

2 new actions :

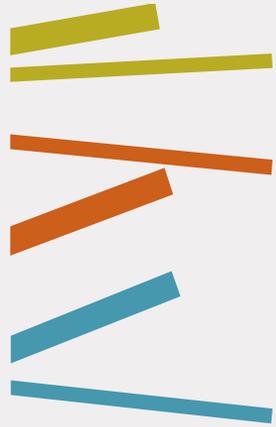
- Award ceremony for French DSI
- New videos for young people realised by youtuber.



A new action

Award ceremony

satis*isc*faction



2005 : The SEDIMA implemented the Dealer Satisfaction Index (DSI)

ANNUAL SURVEY FOR TRACTOR DEALERS

GOALS

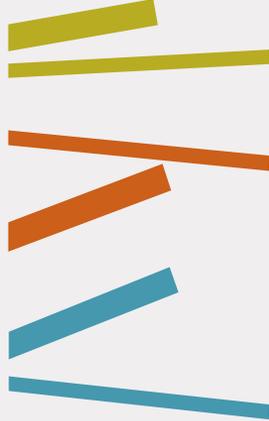
- To emphasize satisfaction and dissatisfaction on 61 topics
- To engage in discussion with manufacturers



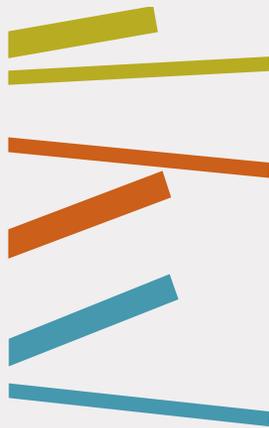
To find solutions



Ranking history France since 2005 based on the note



2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018



2019 : A new way to understand the results

The Awards

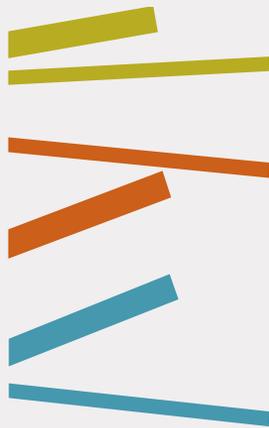
satis*isc*faction

Awards created by Sedima

An initiative of the balanced manufacturer/dealer relationship commission - GROUP DSI

GOALS :

- ➡ To enhance the manufacturer/dealer relationship on 6 main topics
- ➡ To highlight the improvement over the past 6 years
- ➡ To build a positive communication



We have defined 6 categories of award .

- ➔ Sale of spare parts
- ➔ After-sales service Guarantee
- ➔ Training
- ➔ People and management
- ➔ Support for the company's profitability
- ➔ Will to improve

Reference period : 2013-2018

Here is our trophy

satis*isc*faction



- We invited the builders to receive their awards at our convention: they all came
- There was no winner for all awards
- We invited journalists who were very interested
- We wrote a press release and had a lot of media spin-offs



A great
success

2th SEDIMA'S DAYS



Remise des trophées

satisfaction



www.sedima.fr

www.sedima.fr



- This action was successful and allowed us to speak positively about our investigation.
- This action was highly appreciated by our members and builders

Why not create DSI satisfaction awards ?

Second action : for attractiveness of our jobs

- New videos for young people realised by youtubers for social networks



News video for social media

