



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

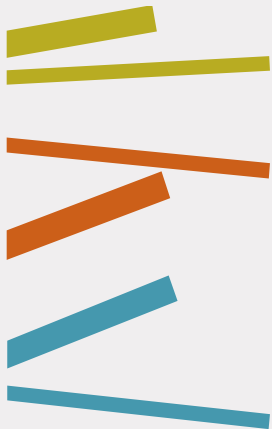
- To emphasize satisfaction and dissatisfaction on 61 topics
- To engage in discussion with manufacturers



To find solutions

Ranking history France since 2005 based on the note





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

2nd SEDIMA'S DAYS



Remise des trophées

satisfac*ti*on



Trophées satisfac*ti*on

www.sedima.fr

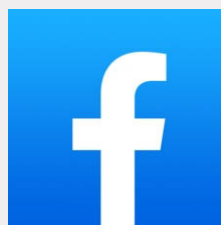


- ☐ This action was successful and allowed us to speak positively about our investigation.
- ☐ This action was highly appreciated by our members and builders

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

