

Case Study

125! years of innovation



The Challenge !

Mercedes-Benz dealerships face significant hiring challenges identifying high performing job applicants. Employees are dealers most inefficient operating variable. High turnover costs and lost sales associated with poor hiring decisions severely undermine business profitability. Conventional hiring practices that rely on intuition and guesswork need to be supplemented with data and intelligence.

The Solution

PerceptionPredict conducted research with 18 dealerships in the US, and 12 dealerships in Australia, measured 60 psychographic traits and collected 2 years of performance data from 406 Sales Consultants and 114 Service Advisors.

Performance results were combined with the psychographic data via statistical analysis to establish Sales Consultant and Service Advisor productivity prediction models. Predictive traits included Playfulness & Humor, Positive Psychology Capital, Social Desirability and Work Ethic.

The Results ✓

The predictive selection algorithm developed for each job role is evidence-based and learns continuously. It enables dealer management to predict actual performance before hiring a new employee (eg. number of vehicles a candidate will sell); and creates a powerful competitive advantage that differentiates Mercedes-Benz in the market. This translates into improved sales and dealership profitability.

Stores using Perception Predict are twice as sales efficient

Dealership	Sales Consultants	Average Units Per Sales Consultant	Use PerceptionPredict
Dealership A	33	6.10	✗
Dealership B	25	7.23	✗
Dealership C	40	7.48	✗
Dealership D	18	7.52	✗
Dealership E	23	9.60	✗
Dealership F	19	10.57	✓
Dealership G	18	11.80	✓
Dealership H	8	12.27	✓

- increased market penetration
- improved service retention
- increased customer satisfaction
- higher customer retention rates
- increased vehicle and service sales
- reduced turnover expenses

Sales consultants selected with PerceptionPredict sell more vehicles

Sector: Automotive

Job Roles: Sales Consultant
Service Advisor



Dominic Ford
General Manager
Mercedes-Benz of
South Orlando

I love the system!

"Perception accurately predicts sales performance before we hire.....pure gold!"

How Perception Works

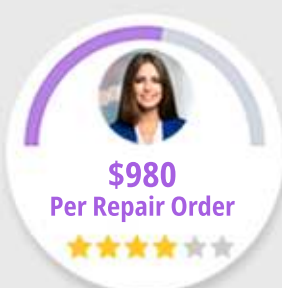


Robin Mainali
Dealer Principal
Equity Partner
Mercedes-Benz Gold Coast

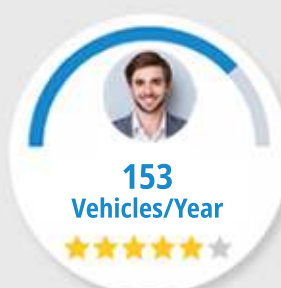
Consistent

"For 6 years, Perception has consistently helped us identify the right person for the right role."

**Service Advisor
Performance
Prediction**



**Sales Consultant
Performance
Prediction**



Ken Lundin | Authorized Partner

Call: 678-622-9853

Book a demo