

2W Dealer Intelligence in South Africa – Leading Two-Wheeler Manufacturer



The client gained a deeper understanding of customer perceptions and behaviors, enabling the implementation of targeted strategies to enhance customer satisfaction and loyalty. These strategies were informed by data and tailored to specific major provinces and vehicle segments, covering aspects such as dealership operations, sales strategies, inventory management, pricing, and customer engagement initiatives. This approach facilitated more effective decision-making and strengthened the client's position in the South African 2W automotive market.



Collaborating with STATXO proved to be highly satisfying. Their expertise in dealership intelligence, backed by profound industry insights, was truly commendable. Employing a data-driven methodology and offering strategic insights, STATXO played a pivotal role in shaping our business trajectory.

- Vice President, Strategy

CASE FOR CHANGE

- A leading global two-wheeler (2W) manufacturing company renowned for its innovative products in the automobile industry, has identified a critical need to evaluate its current position relative to competitors in South Africa
- One of the key areas of concern is the **challenge of effectively tracking the end-consumer experience**. This includes understanding customer feedback and satisfaction levels, as well as conducting thorough market intelligence

SHARED VISION

- To determine the **future growth prospects and insights for strategic decisions**. Our goals included understanding the present and future automotive 2W market landscape and consumer buying sentiments by investigating sales trends across several vehicle dealerships in South Africa (*Both region and province-wise*) as per the following 2W vehicle segments:
 - Motorcycle
 - ICE
 - Electric
 - Moped
 - ICE
 - Electric

FEASIBLE PLAN

- Conducted an **extensive survey of 2W automotive dealerships in South Africa**, focusing on major provinces with high sales volumes across 2W vehicle segment
- Utilized an integrated research methodology, including secondary research and interviews with 2W dealers via telephone. Evaluated customer sentiments through various parameters such as **dealer location, customer footfall, sales metrics, inquiry conversion rates, inventory levels, delivery timelines, discount strategies, financing options, and other critical relevant factors**

CAPABILITY TO DELIVER

- The client obtained a stronger understanding of end-consumer perceptions and behaviors. This allowed for targeted strategies to improve customer satisfaction and loyalty
- The client undertook informed strategic decisions tailored to each major province and 2W vehicle segment. These decisions encompassed areas such as **dealership operations, sales strategies, inventory management, pricing, and customer engagement initiatives**

DK Dealership_Sales_By Province & South Africa

Province	Motorcycle	Moped	Total
Western Cape	10	5	15
Eastern Cape	15	8	23
Free State	12	6	18
North West	18	9	27
Northern Cape	5	2	7
Western Cape	10	5	15
Eastern Cape	15	8	23
Free State	12	6	18
North West	18	9	27
Northern Cape	5	2	7
Total	85	43	128

DK Dealership_Sales_By Top Provinces & South Africa and Key Cities

Province	City	Motorcycle	Moped	Total
Western Cape	Cape Town	10	5	15
	Stellenbosch	5	2	7
Eastern Cape	Port Elizabeth	15	8	23
	East London	5	2	7
Free State	Bloemfontein	12	6	18
	Kimberley	5	2	7
North West	Pretoria	18	9	27
	Kimberley	5	2	7
Northern Cape	Kimberley	5	2	7
	Beaufort West	5	2	7
Total		85	43	128