



POWER²
MOTIVATE[®]



FIAT CHRYSLER AUTOMOBILES - FCA CANADA INC.

CASE STUDY

APRIL 01, 2016

FCA Canada Inc. uses Power2Motive to execute national sales incentive and recognition programs to over 1,000 F&I managers across their Canadian dealer network. Since 2012, Power2Motive has processed over 400 million points per year for FCA Canada Inc.





CLIENT PROFILE

FCA Canada Inc. is the 2nd largest car manufacturer in Canada with 3 manufacturing plants, over 400 dealers, and over 7,500 corporate employees. FCA Canada Inc. is a wholly owned subsidiary of FCA US LLC, a member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. FCA is the 7th largest automaker in the world based on total annual vehicle sales.



CLIENT CHALLENGES

To maintain its leadership position in the automotive industry, FCA Canada Inc. sets aggressive sales, revenue, and profitability targets. To achieve these targets, FCA Canada Inc. relies on the performance of over 1,000 F&I managers located in over 400 dealerships across Canada. F&I managers are faced with the challenge of selling customers additional products and services that will increase customer retention and loyalty. The optional products and services are an additional cost to customers at the time of their vehicle purchase. Due to market and sales performance pressures, FCA Canada Inc. must react quickly with speed to market and operational efficiencies.



SOLVING CLIENT CHALLENGES

The Power2Motivate rewards, recognition, and incentive application was implemented because of speed to market, operational efficiencies, and flexibility to manage sales incentive and recognition programs. Power2Motivate enabled FCA Canada Inc. to offer their F&I managers a diverse selection of reward options for their sales incentive and recognition programs.

Since 2012, FCA Canada Inc. has centralized their incentive efforts into the Power2Motivate application. This has included a rollout of a baseline incentive program, district manager recognition program, and short term tactical promotions. Programs have been launched nationally and regionally based on market needs. In addition to using Power2Motivate to solve organizational challenges, FCA Canada Inc. has benefited from a dedicated client services team that partners with their incentive management team to execute the program flawlessly.



PROGRAM ACHIEVEMENTS

By adopting Power2Motivate, FCA Canada Inc. was able to launch an operational program within 2 weeks. As a result, FCA Canada Inc. has been able to consistently achieve or exceed their aggressive sales targets. Power2Motivate has empowered FCA Canada Inc.'s Incentive Management Team with the ability to achieve the following:



Increase
sales team
engagement



Quickly
implement and
adapt programs



Track the use of
sales incentive
programs



Analyze results
to customize
programs



Recognize top
performers in
dealer network

POSITIVE GROWTH

As a result of utilizing the Power2Motivate platform, FCA Canada Inc. realized the following sales growth:



2012
+10%
sales growth
over the same
period in 2011



2013
+15%
sales growth
over
2012



2014
+8%
sales growth
over
2013



2015
+8%
sales growth
over
2014

PROMOTIONAL RESULTS

Through the use of the Power2Motivate platform, FCA Canada Inc. implemented periodic promotions to further incentivize their sales teams. The following are examples of their promotional successes:

JUNE JUMP START PROMO

Target 10% YoY growth, resulting in 11% YoY sales growth. The June promotion focused on 4 key plans and added bonus points for a 7-week promotion.

TARGET	ACTUAL
10%	11%

YEAR END PROMO

Target 10% YoY growth, actual 21% YoY growth. The Year End promotion focused on 4 key plans and added bonus points for a 7-week promotion.

TARGET	ACTUAL
10%	21%

Over the past few years, FCA Canada Inc. has realized countless positive results by implementing the technology of the Power2Motivate platform. Due to the ongoing successes of the program, in 2016 FCA Canada Inc. renewed its ongoing commitment to Power2Motivate.