

13th Largest Company in the World Engage RPS to Improve Performance



Becoming the No.1 European Dealer Network through the Science of Moving Numbers

Company Information: 40 Clarendon Road
Watford, Herts WD17 1TQ
England

A Partnering Approach for Adding Value to Total Customers

"RPS's ability to understand our market and tailor their model to deliver the performance improvement we expected allowed us to achieve our performance improvement 12 months faster than we expected. They were able to take a mature retail group of store managers and instil the motivation and excitement required to achieve the No.1 Company owned dealer network in Europe.

Simon Palmer General Manager UK,
Total COCO Retail Channel.

Programme Deliverables

- **No.1 direct operations network in Europe** for shop and car wash sales compared to our operating costs
- The most effective and **efficiently operated** network in Europe
- A new **record average shop cash margin** per store
- **Fantastic compliance** to new dry stock and cash control policy and procedures resulting in **significantly reduced losses**
- **65%** of Underperforming Stores **hitting budget** within 4 months

Client Challenge – Improving Sales and Service to become No.1 in the European Market

Total UK were challenged with becoming the No.1 company owned company operated (COCO) dealer network in Europe. We engaged RPS to implement their programme "The Science of Moving Numbers" to support us in delivering our goal. The major challenge for our dealer network was to change their thinking and become outcome drive while retaining a customer focus. As a mature retail business there were some harden attitudes that had be addressed and a new way of thinking to deliver the customer experience our new television marketing campaign was promising.

The Solution – RPS Programmes for our Senior Management, Field Management, Store Management and Floor Team

After piloting the RPS programme within 20 of our stores and proving the model delivered the results we required we rolled the full Science of Moving Numbers Programme throughout our retail channel including the Senior Management, Field Management, Store Management and Store Teams.

Your Next Step: For more information on how The Science of Moving numbers will work for your business. Contact us today on: **T:** +44 (0)1344 849397 **E:** [www.solutions@rps-](mailto:solutions@rps-)