MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

Phone: +601116373203 | **Email:** info@mawaevents.net

AFTERSALES KPIS ANALYSIS FOR AUTOMOTIVE INDUSTRY

"Optimizing Performance and Profitability through Effective Measurement of Aftersales Operations""

Schedule

Date	Venue	Fees
08 – 09 Jan 2026	Dubai, UAE	USD 1995 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

Aftersales operations are a vital source of profitability and customer retention in the automotive industry. Service centers, parts departments, and customer support teams all contribute to the brand experience and long-term revenue—but only if measured and managed strategically. This practical two-day course is designed to equip automotive aftersales managers, service advisors, and business controllers with the tools to understand, track, and improve aftersales KPIs. Participants will explore both financial and operational performance metrics and learn how to analyze trends, identify gaps, and implement corrective strategies to maximize efficiency, quality, and customer satisfaction.

Objectives

By the end of this course, participants will be able to:

- Identify and interpret the key aftersales KPIs used across the automotive industry.
- Analyze service and parts department performance using real data.
- Link KPIs to profitability, productivity, and customer retention goals.
- Identify underperformance and take corrective action using root cause analysis.
- Create KPI dashboards and reports for leadership and operational teams.
- Align performance monitoring with service quality and revenue targets.

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Why Attend

- Strengthen your ability to lead and manage aftersales operations using data.
- Learn to spot early warning signs of inefficiency or customer dissatisfaction.
- Benchmark your service and parts performance against best practices.
- Drive cost control and process improvement through KPI tracking.
- Improve customer experience and loyalty through performance insights.

Target Audience

This program is designed for:

- After sales and service managers
- Automotive dealership management professionals
- Workshop controllers and service advisors
- Parts department supervisors and business analysts
- Customer service team leaders in automotive organizations

Individual Benefits

Key competencies that will be developed include:

- Service and parts performance analysis
- Financial literacy of aftersales operations
- Forecasting and resource planning using historical KPIs
- Process improvement based on trend and gap analysis
- Professional reporting and dashboard creation

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- More profitable and efficient aftersales operations
- Better forecasting of service capacity and demand
- Improved team performance through targeted KPI visibility
- Stronger alignment between customer satisfaction and service strategy
- Enhanced data-driven leadership and decision-making

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Lectures – Industry benchmarks, metrics, and reporting tools
- Hands-On Exercises – KPI calculation and analysis with real datasets
- Templates – KPI dashboards, scorecards, and weekly/monthly tracking tools
- Group Discussions – Peer experience sharing and performance improvement ideas
- Mini Case Studies – Workshop bottlenecks, parts delays, and CSI drops
- Action Plan Development – Personal KPI tracking toolkit

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Course Outline

Detailed 2-Day Course Outline

Training Hours: 7:30 AM – 3:30 PM Daily Format: 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Aftersales Performance Measurement Essentials

Module 1: Introduction to Aftersales KPIs (07:30 – 09:30)

- Importance of aftersales in brand loyalty and profitability
- Common KPIs in service and parts departments
- Revenue vs. cost vs. customer experience metrics

Module 2: Service Department KPIs in Focus (09:45 – 11:15)

- Workshop utilization, productivity, efficiency
- Job card cycle time and rework ratio
- Technician performance tracking

Module 3: Parts Performance Indicators (11:30 – 01:00)

- Parts availability and fill rate
- Inventory turnover and dead stock analysis
- Cost control and stock accuracy

Module 4: Group Activity – Aftersales Audit Snapshot (02:00 – 03:30)

- Analyze fictional service center data and propose interventions

Day 2: Strategic Use of KPIs for Continuous Improvement

Module 5: Customer Experience & Quality Metrics (07:30 – 09:30)

- CSI, NPS, and customer retention tracking
- Measuring complaint resolution performance
- Linking feedback to technician and advisor KPIs

Module 6: Root Cause Analysis and Corrective Action (09:45 – 11:15)

- Why performance dips happen and how to trace the cause
- Conducting 5 Why’s, fishbone, and performance audits
- Prioritizing improvement initiatives

Module 7: KPI Dashboards and Decision-Making (11:30 – 01:00)

- Structuring weekly/monthly performance reviews
- Visualization tools for team and leadership reporting
- Target setting, alerts, and corrective follow-ups

Module 8: Final Workshop and Action Plan (02:00 – 03:30)

- Build your department’s KPI scorecard
- Share findings and next steps with peers

Certification

Participants who complete the program will receive a Certificate of Completion in **Aftersales KPIs Analysis for Automotive Industry,** recognizing their ability to interpret, track, and lead performance improvement in service and parts operations.

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Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
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