



How I Won the CX Buy-in Battle:

Turning Skeptics into Advocates

A case study on securing executive buy-in
through measurable CX outcomes

Drew Dornhecker
Audi of America

FROST & SULLIVAN



#FrostCX

“CX is an Expense.”

○○○ Skeptical of The Solution



“Why would I pay someone that doesn’t fix or sell cars?”

Operational Reality:

- Frontline teams forced into hours of technical onboarding of clients
- Key workflows are minimized or skipped entirely under operational strain

Operational Risk:

- Valuable sales hours stolen from revenue operations
- Skipped onboarding and frustrated clients

Operational Hurdle:

- Non-revenue generating headcount = Increased expenses

○ ○ ○ **The Financial Reality**
The Cost of Ignoring the Experience



THE ANNUAL COST OF INACTION:

****\$250,000****

per average dealership

SERVICE DEPARTMENT:

****85,000/yr loss****

(Lost workshop capacity)

PARTS DEPARTMENT:

****\$50,000/yr loss****

(Lost service dept productivity)

SALES DEPARTMENT:

****\$120,000/yr loss****

(Inefficient post-sale tasks)



Designing a Credible Pilot

Building a Business Case



Representative Pilot

- 8 dealerships
- Multiple markets
- High, medium & low performers
- Public & private ownership



Measure Everything

- Sales Productivity
- Customer outcomes
- Operational impact



Let the Data Decide

○○○ Proof of Concept



01 \ PRODUCTIVITY

Capacity returned directly to core sales teams to drive business volume.

Customer Success Specialist spends meaningful time with clients to ensure vehicle understandings.

03 \ TALENT PIPELINE

Alternative career pathway bypassing traditional industry stereotypes.

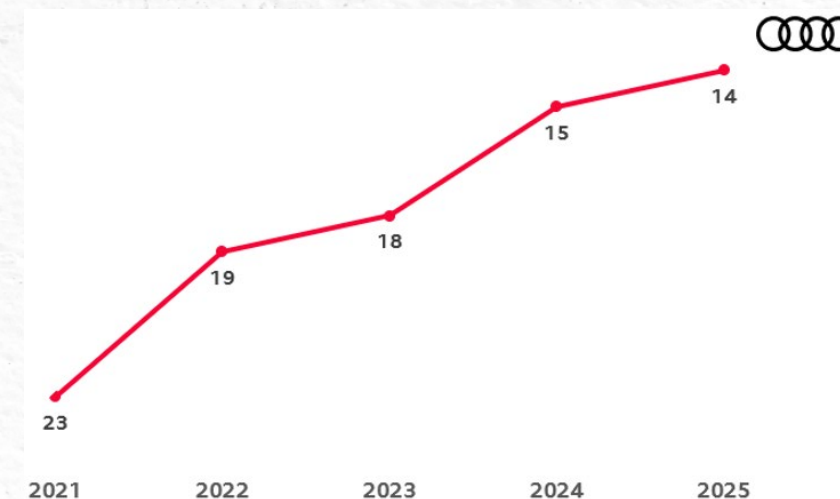
02 \ RISK REDUCTION

Real-time floor resolution of low-level customer complaints.

Reduces customer resolution wait times & workshop capacity

04 \ BRAND INDICATORS

Immediate structural lift in core loyalty indices, including SSI and J.D. Power scores.



○○○ **Scaling Through Market Demand**



STAGE 1 • PROVE

- Pilot proves the Business Case



STAGE 2 • COMPARE

- Peers see the Performance Gap



STAGE 3 • COMPETE

- Skeptics become Advocates

○ ○ ○ The Inflection Point

FROM LOCAL ASSET TO *NETWORK REQUIREMENT*

THE BUSINESS CASE

Transitioning field operational metrics directly into an undeniable strategic business case.



THE SCALED MANDATE

Convincing executive leadership to permanently embed the initiative network-wide.



○ ○ ○ The Executive Buy-In Playbook



1. Never Scale Belief. Scale Proof.

- Start with people willing to try something different..

2. Don't Measure Happiness. Measure Business Relief.

- Solve business problems first.

3. Stop Trying to Convince Skeptics. Create Envy.

- Let results create demand



Drew Dornhecker

Audi Experience & Sales Training – Southern U.S.
Audi of America

*Stop defending the cost of CX.
Prove the operational cost of ignoring it.*

Scan to connect →

or

Find me during MindXchange for the 1-page playbook brief.

FROST & SULLIVAN



Scan to connect on LinkedIn

#FrostCX