THE GLOBAL AND MUTUALLY BENEFICIAL HUB

&

Road Safety Case Studies

(NSSR-RS <mark>Case Study</mark> Framework)

BY

AOEC

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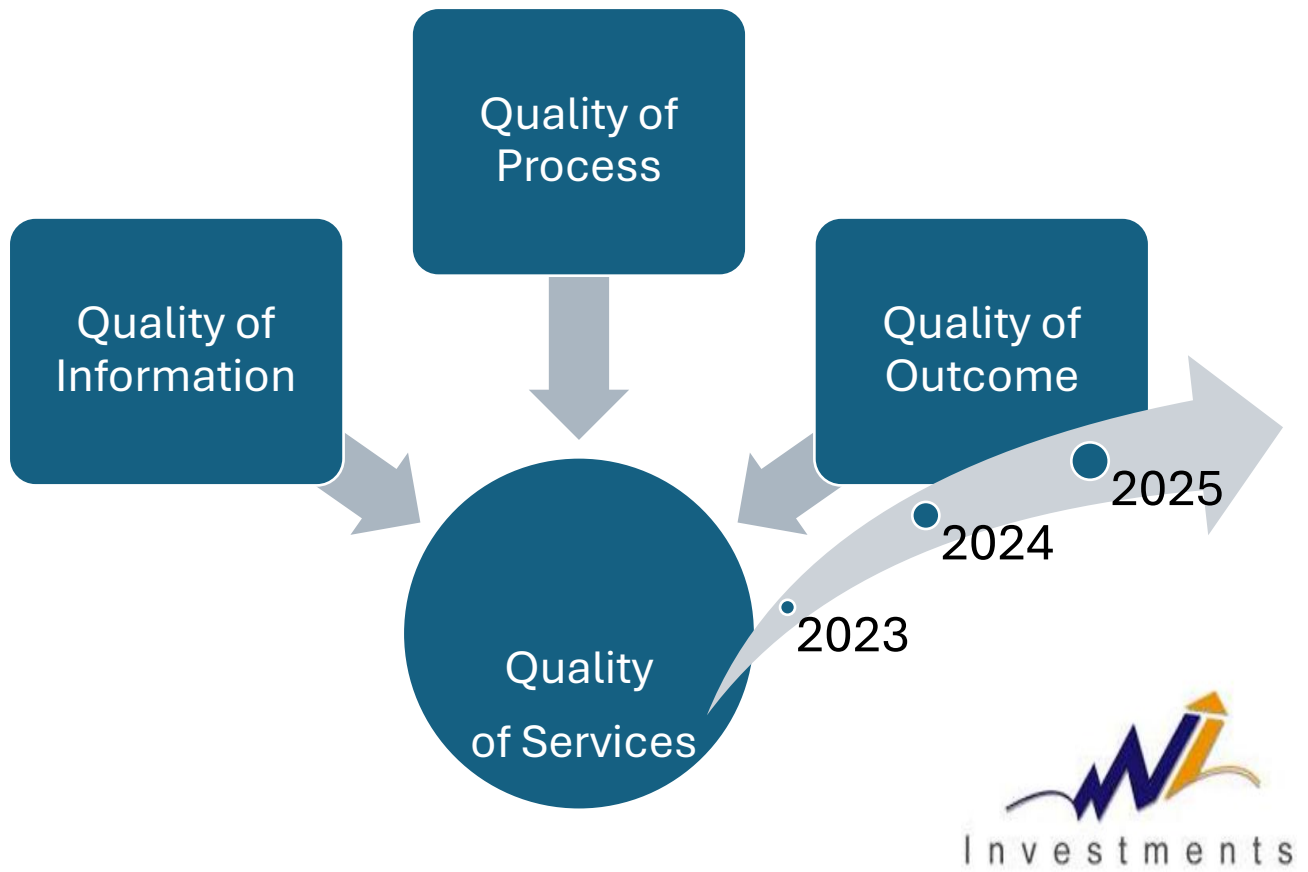**Status: Program Enabler for Improved Road Safety**

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3. EXECUTIVE SUMMARY

The Case Study focuses on Continual Quality

Improvement Via questionnaires and reviews.

Transformations or Ripple effect

Today most dealer networks for automobile brands deal with Manufactured/ CBU/Assembled products. These dealerships involve Showrooms, Service Centres, Service Workshops, Accident Repair Workshops, 24/7 Assistance, Warehouses etc. The investments are many.

For a brand and its need to enter, penetrate and grow in the market, SMART Brand Analytics is a solution finding that designs synergetic performance in automotive businesses.

Continual Quality Improvement (CQI) is the NEXT Step that holds all effort to design and implement synergetic performance together.

AOEC finds that a business can initiate projects to design CQI in its business practices. AOEC states that implementing such practices can make a business an Asset for its domain/sector.

AOEC finds that the automobile dealer network is a domain where CQI practices can help performance, profit making, return on investment and brand equity.

The Processes that help implement CQI via ZED as per relevance to the business are
(a) Design Management (not relevant directly for the automobile dealer network)
(b) Production Management (not relevant directly for the automobile dealer network)
(c) Quality Management
(d) Safety Management
(e) Environmental Management
(f) Energy Management
(g) Natural Resource Management
(h) Human Resource Management
(i) Intellectual Property Management
(j) Performance Management
(k) Improvement-Innovation-Learning
(l) Legal Compliance
(m) NEXT Steps for sustainable development and growth (proposed via Business Intelligence and SMART Business Analytics)

The Government of India (GOI) via Quality Control of India (QCI) has recommended that governing bodies like MSME Development Institute refer and use the ZED (Zero Defect Zero Effect) framework for improving quality assurance and performance.

AOEC's Case Study series helps a business or dealer network incorporate Quality Control and CQI in the above areas. Please ask for more information by emailing us at venkataoec@gmail.com or by calling us on 919342867666

4. A NOTE FOR THE COMPANY ASSESSED

Name:

Nature of business:

5. OBJECTIVES OF THE CASE STUDY 2

Analyze and support the important management methodologies being used for branding in

(a) Dealership/Showrooms,

(b) Service Centre/Workshop related Customer Relationship Management, and

(c) Business Analytics for Brand Promotion/Penetration/Assertion

(d) Continual Quality Improvement for Brand development and growth

Steps followed to evaluate these pain points and present recommendations

1. Understand the impact on market position and business objective of the organization via the help of assigned members of the organization

2. Collect case study data by management level interactions, and interviews to develop evaluation methodologies for improved branding

3. Complete Evaluations via Statistical Tools (and the use of Datasets, Tableau and Excel)

4. Present Results via a Case Study Report

Remarks about how this can help:

5. THE CASE STUDY REPORT

This Case Study report includes <mark>Key Opinion focus</mark> (for Road Safety as a National Security and Social)Responsibility such as

1. Business Intelligence (BI) via KPI(s) and SMART Business Analytics (BA) for Continual Quality Improvement (CQI)
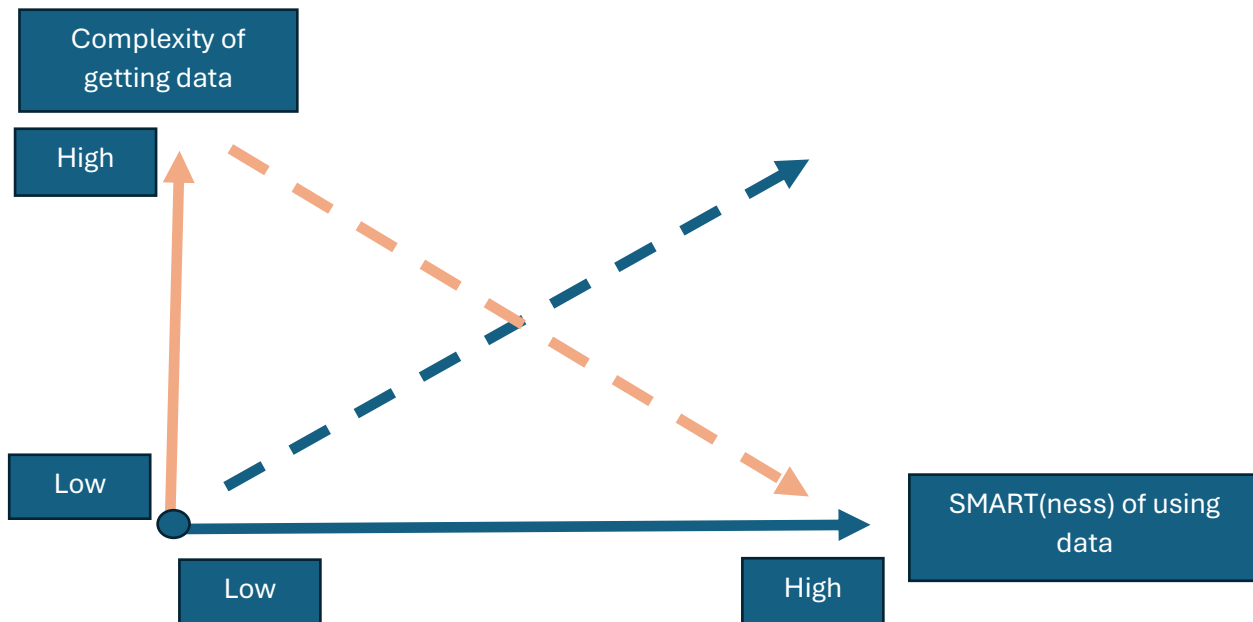
2. Case Study development
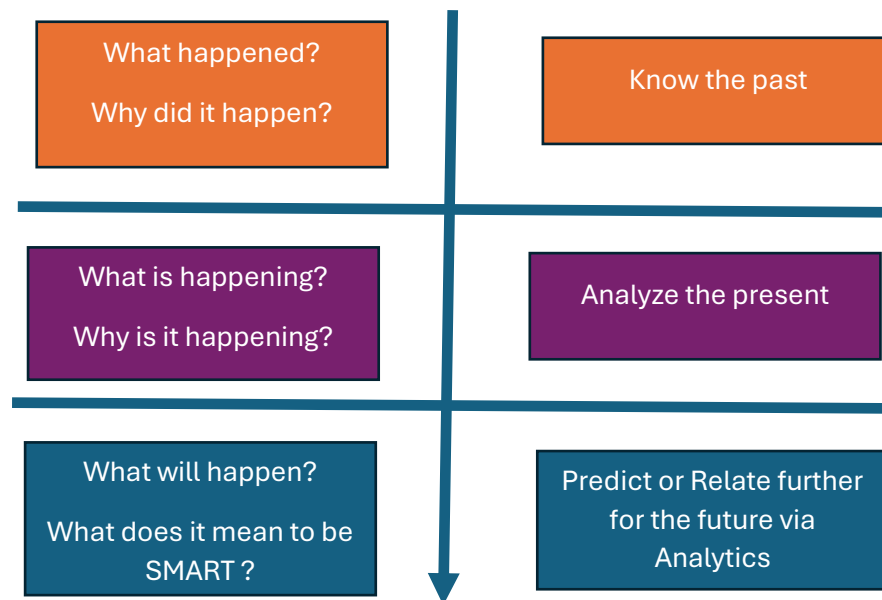
Some types of decision making expected via BI

Some attributes of data quality required for CQI

1. Relevant for data collection and evaluation

2. Accurate for evaluation and decision making

3. Credible for reference, evaluation and decision making

4. Accountable for analysis and decision making

5. Valid for collection, analysis and decision making

6. With preferred Integrity or Linkages for analysis and decision making

7. Interpretable for linkage, analysis and decision making

8. Coherent for reference, analysis and decision making

9. Timely for analytics and decision making

10. Periodic or Continual for synergy, analytics and decision making

11. Proactive but mission-confidential for business improvement and profit making

Some aspects of data value important for CQI of Road Safety

Complexity of getting data

High

Low

Low

High

SMART(ness) of using data

BI and its association with the past, present and future

| What happened? Why did it happen? | Know the past |

| What is happening? Why is it happening? | Analyze the present |

| What will happen? What does it mean to be SMART ? | Predict or Relate further for the future via Analytics |

Improvements can be designed and tracked by the use of

- ✓ Metrics
- ✓ Key Performance Indicators (KPIs)
- ✓ Data Gathering and Interpretation using Surveys/Interviews/ Engagement methodologies
- ✓ Data Analytics using BI/BA data value concepts

The difference between BI and BA for CQI for Road Safety

Focus or Guides	Business Intelligence	Business Analytics
Answers the following questions?	What happened?	Why did it happen?
	Why did it happen?	Will it happen again?
	Who is accountable for what happened?	What will happen if SMART planning is done?
	How many areas of business are involved?	What else does the data tell the management that they did not ask or review earlier?
	How often is something happening?	What is the best thing that can happen? What is the value of CQI?
	Where did this happen? (location/network/ dealership/department/function)	How does this affect the market position and business objective?
Makes use of	Reports/KPI(s)/Metrics	Statistical / Qualitative Analysis
	Threshold Monitoring/Alerting	Data layering/mining
	Dashboards/Scorecards	Predictive modelling
	Analytical Processing	Designing of experiments/empirical studies/case studies to improve learning out of business data
	Adhoc querying	Multi-variate Testing
	Performance and QoS analysis	SD&G Analysis
	Financial health analysis	Financial Ratios specific cost management

Some Quality of Service (QoS) KPIs that need highlighting are

- ❑ **Performance & Road Safety Analytics management**

- ❑ **Performance & SD&G (Sustainable development and growth)**

- ❑ **Performance & Energy management**

- ❑ **Performance & Environmental safety**

- ❑ **Performance & Accelerating EV/Hybrid adoption**

- ❑ **Performance & Risk mitigation / Contingency management**

- ❑ **Performance & Disaster sensitization and preparedness**

- ❑ **Performance & Customer connect solutions**

- ❑ **Performance & Supplier connect solutions**

- ❑ **Performance & Manufacturer connect solutions**

- ❑ **Performance & Return on investment**

- ❑ **Performance & Net worth**

- ❑ **Performance & Business Cluster synergy**

More Details:

KPI(s) are qualifiable or specific measurements of performance results, they can be used to measure and track business initiative/ process / product / service improvement.
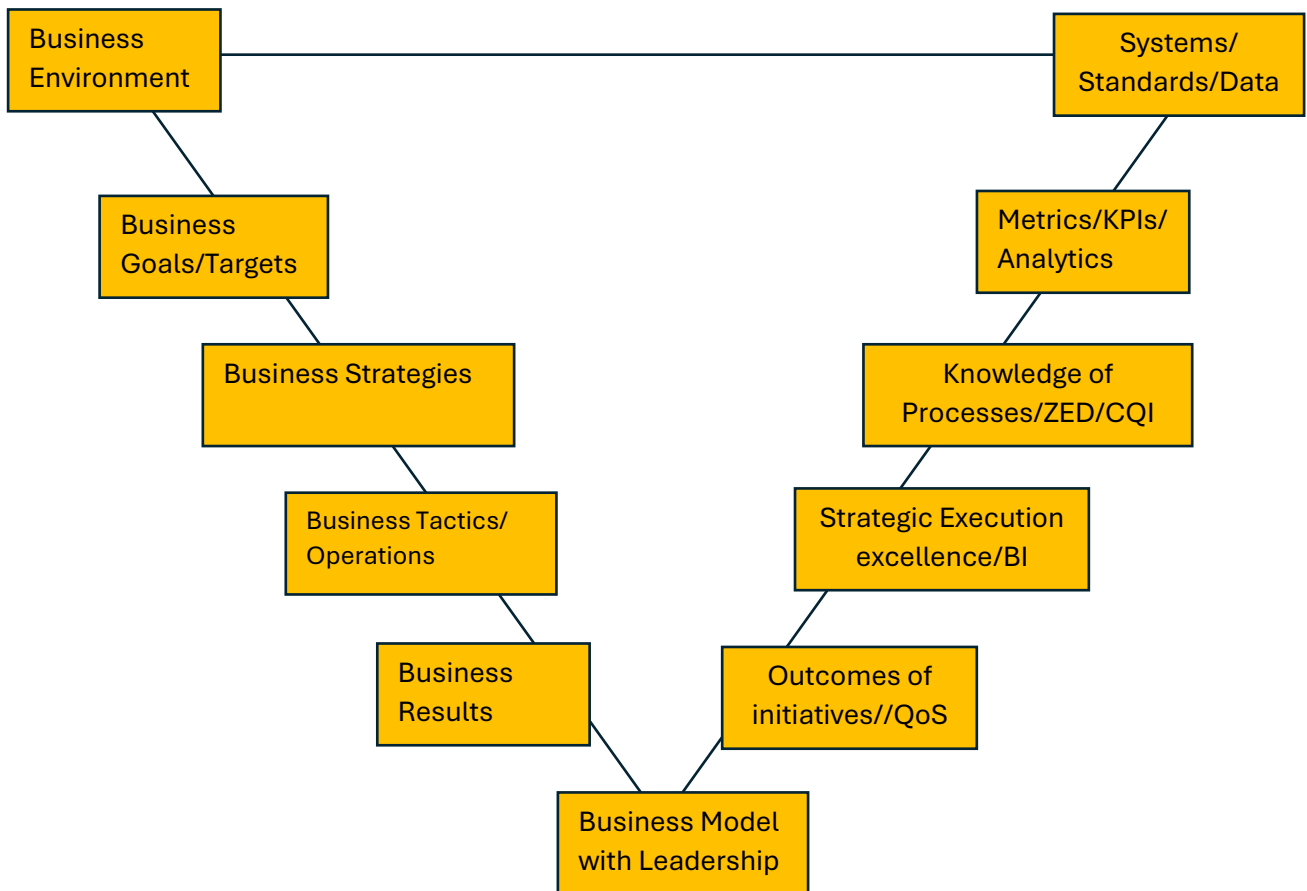
KPI(s) need to be

- ❑ Valuable for the business mission/decision-making and goals
- ❑ Realistic
- ❑ Relevant
- ❑ Measurable
- ❑ Monitorable
- ❑ Practically Achievable
- ❑ Bound by a Time Frame
- ❑ Sustainable when achieved

Potential sources for metrics for Road Safety

Corporate Vision, Mission, and Values for Road Safety
Business Performance Projections/Forecasts/Analysis or Guidance for Road Safety
Business Plans for Onboarding Road Safety via Sales
Business Plans/Options for Onboarding Road Safety via Marketing
Production / Manufacturing
Dealer networks for Onboarding Road Safety via Case Reviews
Operations and Services (Service Centres for Onboarding Road Safety via Performance Analysis of Vehicle conditions/Assist Systems and Safety Systems)
Finance
Procurement/ Sourcing / Supply Chains
Quality
Technology and Innovation
Energy Management
Infrastructure and Facilities
R & D
Performance Management/Improvement for Road Safety
Human Resource Management and Talent Management
Legal / Regulation / SMART Compliance
Environment Management
Natural Resource Management
Society, CSR and NSSR

The diagram shows a V-shaped flow. Left side descending: Business Environment → Business Goals/Targets → Business Strategies → Business Tactics/Operations → Business Results → Business Model with Leadership. Right side ascending from bottom: Business Model with Leadership → Outcomes of initiatives//QoS → Strategic Execution excellence/BI → Knowledge of Processes/ZED/CQI → Metrics/KPIs/Analytics → Systems/Standards/Data. Business Environment and Systems/Standards/Data are connected across the top.

Continual Improvement	Continuous Improvement
Phased and Structured	Unstructured and Flexible
Staircase effort (incremental on the basis of pausing, evaluating, understanding and analysing the effectiveness of actions where changes can be made at each step)	Straight line approach (along a desired path to achieve some desired results, with no pausing at steps to make unplanned changes)
No possibility of a failure	Possibility of milestone-based failures
Involves Periodic Reviews and Audits	Involves milestone-based or versioning specific reviews
Clear understanding of processes/ improvements being planned	Proposed improvement or desired result-based understanding
More difficult and time consuming	More flexible and adaptable
Uses Metrics/KPI(s)/Data Analytics	Uses Kaizen/Lean Six Sigma

Common Model to help deliver business and run operations with onboarding and

engagement for Road Safety

Tabulation of the Road Safety model to help deliver business and run operations.

Governance Interactions	Processes	People and Organization	Culture	Measure and Metrics	Tools and Technology
Decision making policies	Work planning	Organization model for business units	Culture awareness and adherence for Customer sentiments & Customer satisfaction	Incentives Or Metrics	Whether needed for efficiency and/or performance
Decisions making processes	Work estimations	Centralized or independent decision making	Accountability at various levels	Metrics to KPIs to motivate or measure performance	Decisions on Systems and Tools needed
Governance interactions	Work execution	Centralized or independent Roles, responsibilities and reporting lines	Motivation for way to work	KPIs and Analytics	Work guidelines for using Systems and Tools
Operating guidelines	Work interactions	HR systems	Drive to work for common goals	Getting KPIs to work	Work instructions for using Systems and Tools
Operations management	Information flow	Performance management	SOP to deliver	KPIs and effectiveness	Results

Common Standard Operating Procedures (SOP) followed

It is recommended that a SOP planner be designed with the following sections depending on the nature of business and its business model. The list that follows is quite common in dealership businesses.

☐ Customer Relationship Management (CRM) SOP
☐ Supplier Relationship Management (SRM) SOP
☐ Dealership SOP
☐ Head office SOP
☐ Showroom SOP
☐ Business Operations (Ops) Centre SOP
☐ Customer Service Centre SOP
☐ Sales SOP
☐ Accounts SOP
☐ Billing SOP
☐ IT SOP
☐ Back-office SOP
☐ Stores and Spares SOP
☐ Warehouse SOP
☐ Front-office SOP
☐ HR SOP

Customer satisfaction KPI(s)/ Performance metrics and expectations from the organization

This could relate to broad expectations such as

1	Management knowledge
2	Management attitude
3	Discipline
4	Human Relationship
5	Responsibility
6	Positiveness and Stress Management
7	Cost consciousness
8	Job Competency and/or Technical knowledge
9	Communication
10	Creativity
11	Leadership
12	Team building (for management staff)

☐

7. Our Online References

Our TGMB Hub framework solution can also provide scope for Global and Mutually Beneficial research, competition, acclimatization, and progressive problem evaluations for sustainable development and growth.

Contents: Some previews of management frameworks to help nurture the brand or organization's unique tagline and accelerate towards a unique "Global and Mutually Beneficial" (TGMB) experience.

Work in progress

Proof of concept URL for *Business Tableau (or Tab or Showcase)*:

https://aakkashkvautoengg.wixsite.com/businesstab

Proof of concept URL: https://aakkashkvautoengg.wixsite.com/transformviability

Additionally

Please ask for the proof-of-concept URL(s) for automotive brands that we have identified

1. Honda
2. Hyundai
3. Kia
4. Maruti Suzuki
5. Porsche
6. Toyota
7. We are work in progress for other brands

APPENDIX I - List of case studies for Road Safety as a NSSR (National Security Social Responsibility)

Strategic note for the Road Safety as a NSSR case studies

We hope your management finds this information important for improved road safety and brand development & growth.

We look forward to taking up a consolidated NSSR-RS case study or a selective NSSR-RS case study specific to your dealership or business.

The NEXT steps are about making an automobile brand Global and Mutually Beneficial for Road Safety, Assist and Safety Systems.

Our series of case studies help incorporate strategic data evaluation and analytics for this vision and value building. Please ask us for more details if required.

Case study 1: Proactive Emphasis on Sustainable Quality to improve Road Safety as a NSSR

Case study 2: Service Centre Improvement for Road Safety as a NSSR

Case study 3: SMART Brand Analytics (of Performance, Assist and Safety Systems) to improve Road Safety as a NSSR

Case study 4: Continual Quality Improvement to improve culture for Road Safety as a NSSR

Case study 5: Developing Key BI Accelerators with Knowledge & Training Strategies to improve culture for Road Safety as a NSSR

For helping business development and growth in 2025-2026, we have also developed a vital scope highlighter called - An Empirical study of the impact of budgeting on the operations and performance of a firm to improve culture for Road Safety as a NSSR.