

SEPTEMBER 2020

JORDAN STRONG
MANAGING DIRECTOR

WE ARE FEEDBACK

feedback

Consultancy, Business Development, Training & Research

WE ARE FEEDBACK

BACKGROUND

OUR JOURNEY TO HERE



OUR GUIDING PRINCIPLES

Nobody wants 'off the shelf'. Copy and paste in our business is too stale, it's never going to work. Let's work smarter and get under the skin of the company.

Once we think like they think, we'll design something that's a perfect fit.

That's what we're all about.

WHO ARE WE?

We are a training and business development consultancy that focuses on luxury and specialist automotive brands.

We believe in well-researched, totally bespoke solutions that deliver long-lasting results for our clients.

Started in 1999, and founded by Mark Strong, we work with trusted partner consultants for development and delivery.

Our approach to learning is very 'hands-on' and active – we believe that fun and learning go hand in hand.

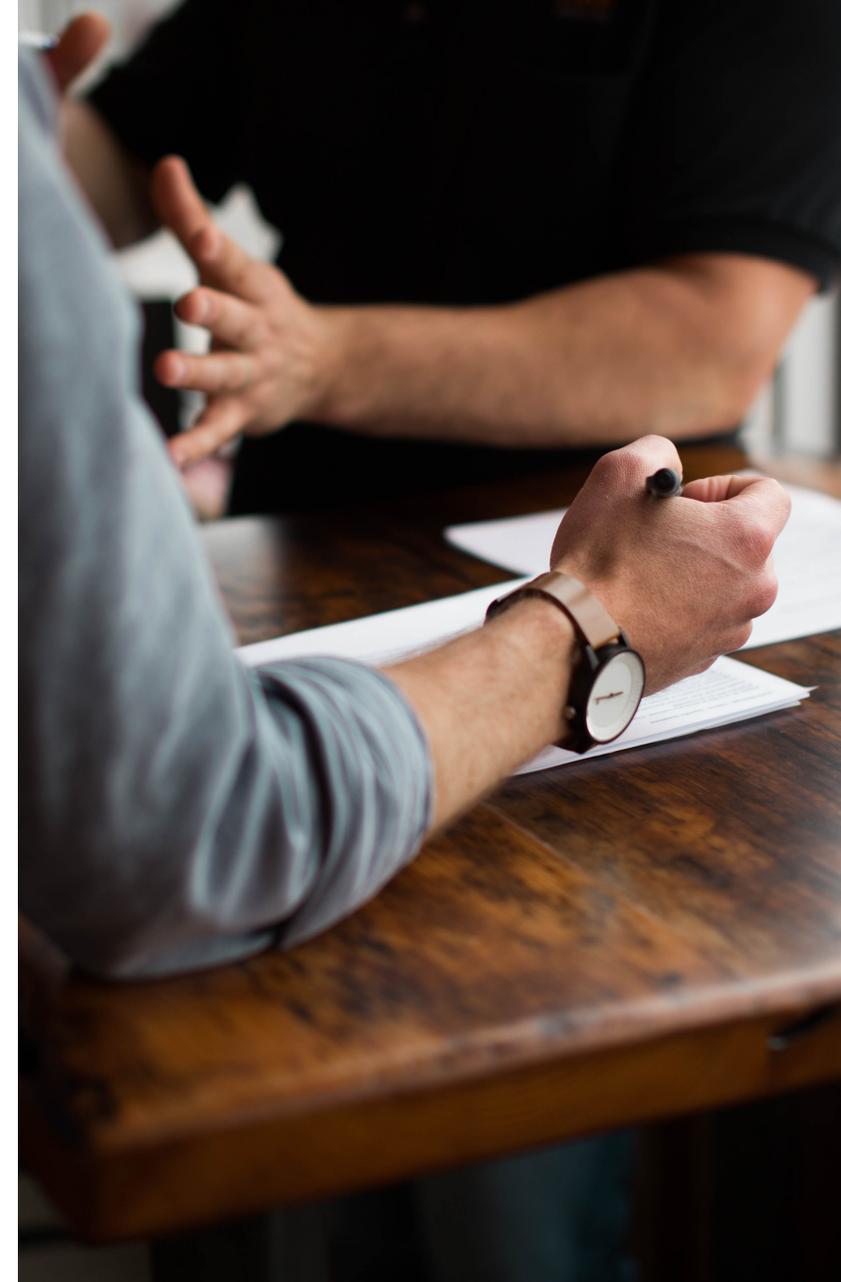
Our consultants are as passionate about cars as they are about the people and businesses they serve.

We're passionate about getting things right and hugely proud of what we do.

WHAT DO WE DO?

- New product launch training
- Customer experience training
- In-dealer coaching
- Competency development
- Assessment/Development Centres
- Induction programmes
- LMS website development
- Systems and Database training

- Learner Journey development and implementation
- Sales improvement training
- Aftersales training and coaching programmes
- Technical Training
- Show exhibitor training
- Market research
- Digital asset development and video production



HOW DO WE WORK?



Analysis

Research
Visits
Observing current attitudes,
beliefs and skills



Definition

Prioritise key issues
Confirm learning objectives
What does 'great' look like?
Top-line solution



Design

Methodology, exercises and
activities
Materials design



Delivery

Event planning
Facilitation and coaching
Online learning and LMS

←..... [**THE WHY**]

←..... [**THE WHAT**]

←..... [**THE HOW**]

HOW DO WE WORK?

Creativity is at the heart of our design

We believe that creativity and fun is the key to an engaged and fulfilled audience. We won't simply deliver the facts but we'll weave them into a story or narrative that excites and keeps people interested.

The image to the right shows just one example of this. When launching the 911 (991 Gen 2) into the Chinese market, we used a comic book narrative to bring the 911 to life as our 'Hero'. It was a huge success, and the audience was captivated by the design. So much so that even after the event, guests requested that the images be turned into posters as souvenirs.



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CASE STUDIES

OUR SUCCESS STORIES



Porsche The Experience Customer Advocacy

Extensive programme of research to understand the current way of thinking and working of a broad selection of Porsche Centres.

Out of sector benchmarking of businesses who have successfully made customer advocacy the core focus of their entire organisation.

Creation and delivery of a top-down set of workshops, for Centre principals, Centre managers and sales and after sales advisors.

Company-wide buy-in and support, from MD through to field force.

Centre managers in sales and after sales are trained and coached in-Centre to take more day-to-day responsibility for managing staff interactions with customers.

Assessment Centre based certification process.



ASTON MARTIN

Dealer training Staff induction programme

Prior to Feedback Europe being commissioned by Aston Martin, Dealer training was handled by internal staff. Senior managers and engineers who could ill afford the time were tasked to put together and deliver presentations to visiting Dealer staff.

We spent time at the factory with designers, engineers and senior managers in order to immerse ourselves with the brand. After some time we became aware of the characteristics and behaviours of the people that made Aston Martin tick.

Once we were able to define these values, we set about putting together a full week induction programme that gave participants everything they would need to represent the brand.

The programme was written to be informative, fun and engaging and was activity-based to ensure that participants retained as much information as possible.



McLAREN AUTOMOTIVE

Retailer training 'Becoming McLaren'

Design and delivery of a centrally run 5-day induction programme and product training called 'Becoming McLaren'.

Interactive product guide for 12C: a one-stop shop for product, brand and competitor information.

Driver training: helping sales consultants demonstrate the 12C to the best of its awesome potential.

Creation of a bespoke handover process and relevant training.

Creation of the new McLaren Academy in 2013: the umbrella name for a whole suite of face to face and on-line learning for retailers globally.

Global retailer training for the P1, and ongoing training for MY15 models.

Development of the retailer competency model and Global Ambassador Awards programme.



McLAREN AUTOMOTIVE

Online learning Academy portal

A key part of our delivery for McLaren in 2013 was the creation of a bespoke on-line learning solution for the global retail network.

McLaren's requirements in this area were fairly unique – given the immensely high expectations of their audience, their wide global reach and a relatively small network.

We encouraged McLaren to start with a blank sheet of paper and we designed an entirely bespoke on-line 'learning website' and LMS using an open-source technology platform called Drupal. The solution has been live since summer 2013 and has proved immensely popular with users throughout the retail network.

The screenshot displays the McLaren Automotive Academy portal. At the top, there is a navigation bar with the McLaren Academy logo on the right and a user profile section on the left showing 'Welcome, Username' and a 'Log Out' link. Below the navigation bar are four menu items: 'YOUR DASHBOARD', 'TRAINING', 'RESOURCES', and 'NEWS & PRESS'. The main content area features a large banner for the 'GLOBAL RETAILER CONFERENCE' held on '09.11.2013 - SEE YOU THERE', set against a background of colorful, abstract patterns. Below the banner is a section titled 'PRODUCT TRAINING TRAINING MODULES' which contains three distinct training modules. Each module includes a representative image, a version number (1.0, 2.0, or 3.0), a title, a brief description, and a 'SELECT' button.

Module ID	Title	Description	Action
1.0	WELCOME TO McLAREN	Discover more about our history & heritage, our brand values and the people and products that define McLaren	SELECT
2.0	PRODUCT TRAINING	Learn about each of the products in our line-up – the perfect foundation to our face-to-face training programmes	SELECT
3.0	CORE TECHNOLOGY	Take a deeper look at some of the pioneering technology that underpins our products	SELECT

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RECENT ACTIVITY

PROJECTS



RECENT PROJECT SNAPSHOT

McLaren Automotive

Welcome to McLaren new starter training
Multiple global product launch trainings
Academy development
Global Ambassador Programme

Porsche (PCGB, PCN)

PTE Sales/Aftersales/Assessment programmes
Centre Principal/Manager programmes
Test Drive programme
UK/China/Sweden/Korea product launch training support

Volvo UK

VCE Dealer coaching
VCE training workshops
UK Customer Experience Training
DVDE Aftersales Advisor

Automobili Lamborghini

Webinar development and delivery
Re-development and design of Academy learning journey structure
Post COVID recovery planning and support
US onboarding strategy implementation and delivery
SEAP and Chinese market support

Automobili Lamborghini cont.

Huracán Evo Global Launch Training
Welcome to Lamborghini
Managing the Customer Experience
Creating more opportunities [Marketing]

We're passionate about getting things right and hugely proud of what we do.

OUR LUXURY AND SPORTS CAR EXPERIENCE

We have the necessary skills

Over the past few years we have become known for our experience in training and development for luxury sports car manufacturers.

We believe this is due primarily to our own blend of skills and experience that fits the needs of this niche market perfectly.

TECHNICAL KNOWLEDGE

BRAND AND CUSTOMER EXPERIENCE EXPERTISE

UNDERSTANDING HIGH END CUSTOMERS



TRULY GLOBAL LEADERS IN SPORTS CAR PRODUCT LAUNCH EVENTS



Porsche 911



Porsche Macan



Porsche Panamera



Porsche Boxster



Porsche Cayman



Aston Martin DB9



Aston Martin V8 Vantage



McLaren 12C



McLaren P1™



McLaren 650S



McLaren 675LT



McLaren 570S



McLaren 540C



Lamborghini Huracán EVO

Sports Specialists

Over the past 10 years, Feedback Europe have designed and delivered product launch training for everything you see here... and more.

THANK YOU

JORDAN STRONG

MANAGING DIRECTOR

(m) **+44 (0)7966 220158**

(e) **js@feedbackeurope.co.uk**

(w) **feedbackeurope.co.uk**