

## Supplier Auditing Services Spell Client Success

Companies are under increasing pressure to control costs, streamline efficiencies and improve value to customers. Looking for fresh solutions, some of our clients have asked us to apply our Quality and Auditing experience into their internal supplier auditing programs. This is a natural extension of our Insight Auditing® approach, looking beyond the obvious and aligning our clients' corporate objectives with their entire supplier auditing program.



America

The following are recent success stories from TÜV SÜD America NAFTA-wide clients.

### **The Client:** Volkswagen de México (VWM)

#### **The Project:** “Dr. Fantasma” (Dr. Ghost) / Mystery Shopping Services

For the fourth consecutive year, TÜV SÜD América de México has managed the well-known “Dr. Fantasma” program, or translated into English “Dr. Ghost program.” Trademarked by VWM, as well as Volkswagen Group’s German headquarters, this program demonstrates the many benefits Mystery Shopping Services can provide to improve an organization’s bottom-line without sacrificing customer service.

#### **Highlights:**

Statistics reveal 8 out of 10 customers that receive poor service will not communicate their negative experience to the merchant and will never visit that business again. However, consumers will return to the businesses in which they felt their patronage was most valued. Individual attention, friendly, professional and knowledgeable information, all combined with efficient service are contributing factors to retaining customer loyalty and satisfaction. VWM’s Mystery Shopping program was customized to meet Volkswagen requirements regarding Dealers Evaluation in the service field.

Additional benefits of Mystery Shopping Services:

- Increased Employee Production
- Improved Competitive Position
- Increased Customer Loyalty

The scope of this VWM has expanded to other brands, including Audi & Seat with more than 250 VWM dealerships currently being evaluated throughout Mexico.

For more information on Mystery Shopping, [click here](#).

### **The Client:** General Motors de México (GMM)

#### **The Project:** “Chevrolet Siempre Contigo” (Chevrolet Always with You) / Supplier Auditing

For the second consecutive year TÜV SÜD América de México has been selected by GMM to conduct thorough supplier audits for 171 GMM Dealers throughout Mexico.

#### **Highlights:**

Combined with TÜV SÜD América de México’s automotive industry expertise, this program has been custom-tailored to GMM’s specific client-defined criteria. The project as a whole poses a challenge given the designated one-month timeframe for completion, including completion of audits (with no errors) for all dealerships throughout Mexico, and immediate performance date feedback, statistics and reports for GMM.

Zero errors were achieved regarding GMM’s customer requirements. The focus of the 2006 program was to improve customer satisfaction on the following criteria:

- Best Service Time
- Best Service
- Best Price.

Overall, a partnership with TÜV SÜD América can provide an organization with the benchmarking support and tools to improve their performance, while saving time and money, but most importantly, increase productivity gains.

Together with TÜV SÜD America Inc., TÜV SÜD America de Mexico is continuously working to broaden services throughout the NATFA region.

Combined with the expertise and breadth of services, honest and open communications approach, and global network of TÜV affiliates, TÜV's Supplier Auditing Services deliver solutions that can help an organization improve internal performance and achieve improved supplier performance, including end-to-end outsourcing.

Top-line benefits of a TÜV Supplier Auditing partnership include:

**Management Services**

- Supply Chain Management - supplier qualification, supplier monitoring, supplier troubleshooting
- Supplier Auditing Services – TÜV's fully authorized Lead Auditors are capable of providing audits to your suppliers' specific SIC/NACE scopes.
- Custom Auditing Services - designed and executed to client-defined criteria
- Dealer audits, distribution channel audits
- Mystery Shopping Services
- International Operations Support
- Due diligence studies - Merger and Acquisition support
- Business feasibility studies
- Customer satisfaction studies and analyses

**Engineering Services**

- Testing Services - allows outsourcing of internal labs while gaining access to valuable accreditations and certification marks.
  
- Source Inspection and Testing - for products imported from the Far East, Latin America and Eastern Europe.

For more information, [contact us](#).