

LATEST NEWS

PIED PIPER PLACES BRP DEALERS ON A PEDESTAL

Dealernews | Sep 11, 2019



From left to right: Fran O'Hagan, President & CEO at Pied Piper, Delton Bohlman, Vice-President, Global Customer Services and Channel Management at BRP and Andrew Coccari, Vice-President, Regional General Manager, North America at BRP.

For the second year in a row, BRP's Can-Am dealerships ranked first in the Pied Piper Prospect Satisfaction Index® (PSI®) U.S. UTV Industry Benchmarking Study. Pied Piper's annual PSI mystery shopping studies rate American dealerships on the customer service and shopping experience of different powersports brands in the industry.

Between September 2018 and July 2019, over 2,000 Utility Task Vehicle (UTV) mystery shoppers visited dealerships to rate their in-person treatment. Among other insights, the study found that dealers selling Can-Am products were most likely to encourage customers to sit inside a vehicle (on average more than 60% of the time), and they were also most likely to ask for the customer's contact information (on average more than 51% of the time).

"We've been focusing much of our efforts on providing the best possible experience at dealerships, so to rank first for a second consecutive year is something to be very proud of," said Delton Bohlman, Vice President, Global Customer Services and Channel Management at BRP. "We want to thank the dealers who do such a great job bringing our customer journey to life on the daily. Not only are they our key partners, they're a key pillar in Can-Am's tremendous success," he added.

"We want customers to feel the Can-Am difference the minute they step into a dealership, and our dealers have clearly gone the extra mile to deliver an experience that's as thrilling, fun and convenient as driving our vehicles," continued Bohlman.

See the full results of the 2019 Pied Piper PSI in the next issue of *Dealernews*.