

WELLER

Weller uses QuestionPro to collect customer feedback specific to each location and use it to optimize the customer experience. The transparency gained allows measures to be controlled based on data and customer satisfaction to be increased in the long term.



Challenge 1

Decentralized customer survey

Challenge 2

No uniform data basis



Solution

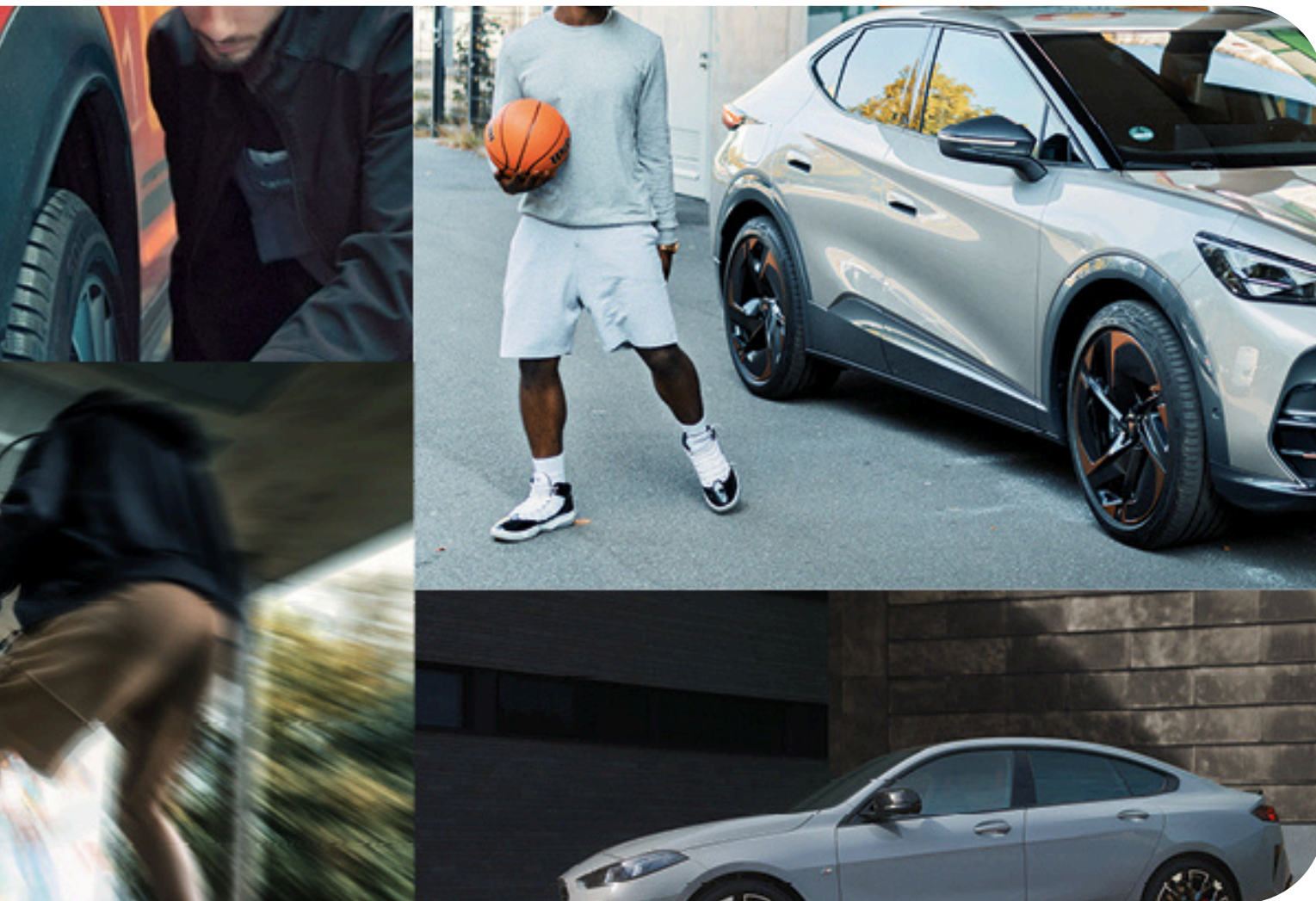
Customer Experience



About Weller

+40 locations car dealerships

Further information can be found here:
<https://www.wellergruppe.de>



Overview

We had the opportunity to talk to Maximilian Timmermanns, who is responsible for strategic project management at Weller, about how QuestionPro is used in his team.

Starting point: Limited control and low transparency

The automotive group operates over 40 locations under several brands. One of the biggest challenges was that many manufacturers conducted their own customer surveys—without any input or access to the data by the dealership itself. The lack of data sovereignty and limited influence on survey design and control made it considerably more difficult to evaluate and utilize customer feedback strategically across the group. In addition, there was no comprehensive control tool based on CX data.

Goal: Systematic measurement of customer experience

As a service provider in the automotive sector, customer satisfaction is central to success – especially in the agency model, where price is becoming less and less important. The goal was to establish a CX system that would enable customer experiences to be systematically recorded, insights to be gained, and measures for customer retention and loyalty enhancement to be derived from these insights.

With QuestionPro, we now have a comprehensive view of the customer experience across all our locations for the first time. The combination of technical flexibility, user-friendliness, and personal support enables us to not only collect customer feedback, but also translate it into real improvements.

Maximilian Timmermanns
Project Manager



Why QuestionPro?

QuestionPro impressed us right from the sourcing phase with its expertise, solution-oriented approach, and partnership-based mindset. Communication was always open, constructive, and on equal terms—a decisive factor in choosing the right partner. The collaboration is characterized by speed, reliability, and professionalism. The team feels that they are in good hands, both personally and professionally. Support is always prompt, solution-oriented, and friendly.

Results: Greater transparency, control, and targeted optimization

QuestionPro has created a new level of transparency: customer feedback can now be analyzed based on location and used in a targeted manner for management purposes. This gives locations more responsibility and allows them to respond to feedback based on data, which noticeably strengthens customer loyalty and proximity.

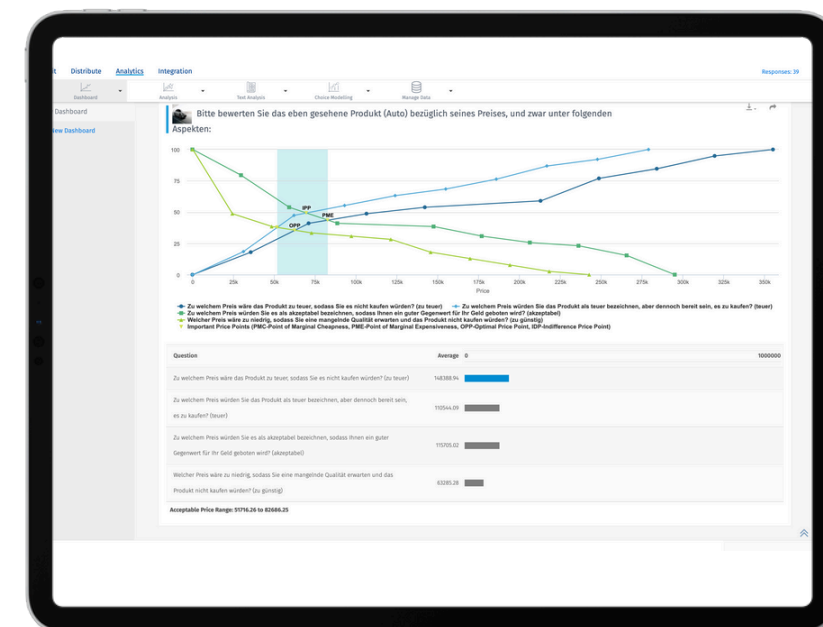
A particular focus was placed on the after-sales area: touchpoints such as workshop visits, vehicle returns, and sales talks were identified and systematically analyzed. An upstream customer survey revealed significant potential for optimization in these areas, which is now being specifically incorporated into measures to improve the customer experience.

Overview of QuestionPro solutions

- Customer experience solution
- Journey management
- Market research solution
- Online community
- Consulting
- Full service
- Global panel (22 million)
- Employee experience solution
- AI sentiment analysis

About QuestionPro

QuestionPro is an enterprise feedback management platform that has been continuously developed for two decades to meet the needs and desires of our customers in the areas of experience management, market research, and scientific research. With more than 4 million customers in over 100 countries, QuestionPro is one of the most widely used and popular survey and analysis solutions in the world. Our main areas of business are market research, customer experience, and employee experience.



Learn more

www.questionpro.com