

ACHIEVEMENT
AWARDS GROUP

Dealer Group Insights

performXP





Executive Summary

performXP - included with AAGroup's full service program management - has already proven successful across major international dealership groups for a major premium vehicle manufacturer.

Key takeaways:

- **Period covered:** 2024
- **Strong dealer buy-in** → Easy onboarding, intuitive app, no operational resistance mentioned.
- **High engagement** → Sales teams actively track rewards and performance.
- **Transparent incentive structure** → No confusion = higher participation.
- **No PAYE risk concerns** → Dealers already trust the compliance framework.



1. High Satisfaction with Onboarding & Ease of Use

- All respondents rated the onboarding process as "Excellent".
- 100% of participants had downloaded the performXP app and found both registration easy and the app easy to use.

Conclusion:

- performXP is dealer-friendly and easy to implement.



2. Strong Engagement & Frequent Use of the App

- Respondents cited checking their rewards balance and performance updates as the main reasons for engaging with the app.
- Users also enjoy the motivational aspect of the program (some described it as “encouraging” and “relevant”).
- 100% positive sentiment toward app functionality and utility.

Conclusion:

- performXP keeps dealer sales teams engaged, reinforcing behaviour that supports the sales goals.
- Real-time tracking of incentives increases transparency and motivation.



3. Incentive Structure is Well-Understood & Appreciated

- 100% of respondents understood the points earning structure and KPIs.
- Most found the performance reporting useful for tracking their progress.
- Participants were aware of how to redeem rewards, shop online, and use the app's features effectively.
- Gift card awareness was 100%.

Conclusion:

- performXP's clear incentive structure ensures buy-in from dealership employees.
- No confusion on earning mechanics means higher trust and participation—which are crucial to target achievement.



4. PAYE Compliance Awareness is High

- Respondents showed strong awareness of how rewards can be redeemed online without triggering tax compliance issues.
- No feedback indicated concerns about PAYE risk for dealers.

Conclusion:

- performXP enables PAYE-compliant and efficient incentive disbursement across the whole dealer network.
- performXP enables participants to engage in the program with confidence and without PAYE concern.



5. What Participants Want More Of

- Branded incentives (e.g., trainers, clothing) in addition to digital gift cards.
- More "sprint" incentives on top of the base program (short-term, high-value reward cycles).
- Bigger experience-based rewards (e.g., F1 Grand Prix experiences).

Conclusion:

- performXP allows flexible reward customisation—rewards can be adapted to maximise engagement across the dealer network.
- Short-term "sprints" drive quick results—can be used for stock clearance, new model/product launches, F&I penetration, parts sales or customer service improvement.



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VIDEO: performXP app 1 min overview