



CDK GLOBAL SEEKS TO INCREASE AUTO DEALERSHIP WORKFORCE DIVERSITY

CHALLENGE

As a market leader who provides integrated technology solutions to the automotive industry, CDK Global supports dealerships with innovative sales, marketing, operations, and management tools. To facilitate dealership workforce diversity, CDK seeks to understand the perception of car dealerships among job seekers.

SOLUTION

CDK tasked Hanover with fielding and analyzing a survey to assess attitudes about car dealership employment opportunities.

Research Goals:

- Determine how male and female job seekers perceive job opportunities at car dealerships.
- Identify which car dealership job opportunities are most attractive to women.
- Reveal barriers to female employment at car dealerships, typically a male-dominated field.

OVERVIEW



Client:
CDK Global

Industry:
Automotive

Headquarters Location:
Hoffman Estates, IL

Website:
www.cdkglobal.com/us/automotive

Research Methodologies Used:

- Employment Preference Survey
- Survey Fielding
- Survey Analysis
- Actionable Recommendations

“Hanover provided tactical insight into job seekers’ preferences. The Hanover team produced really great work that instilled a high level of confidence in our relationship. The study was able to answer our primary questions, was completed in a timely manner, and my Hanover team was very responsive to any questions I had. The insights for this survey will definitely help inform our decisions as we seek to better serve and inform our dealer partners.”

Peter Kahn,
Senior Director, Market Research and Global Insights

METHODOLOGY

Hanover’s team of research consultants used their understanding of CDK business needs to source a pre-qualified panel of respondents, and design, field and analyze a survey to provide insight to CDK on attitudes about car dealership employment opportunities. The survey sought to understand:

- Whether women and men job seekers perceive car dealership job opportunities differently
- What opportunities the findings present for dealerships seeking employees

As a result, Hanover recommended that dealerships highlight non-sales roles to attract female candidates seeking work-life balance because many women express doubts about whether dealership sales roles can meet their needs in this respect. Hanover’s survey provided critical insights into the top factors that women consider appealing regarding career opportunities at car dealerships.

IMPACT

Working with the insights from Hanover’s study, CDK Global was able to:

- ✓ Provide better insight to their dealer network on how to hit their recruiting target
- ✓ Tailor their job postings content to appeal to women
- ✓ Expand recruiting channels
- ✓ Retain more women employees through an enhanced employee value proposition

For more information regarding this case study, contact info@hanoverresearch.com