



CLIENT: Fiat Chrysler Automotive
INDUSTRY: Auto Parts & Service
BUSINESS MODEL: B2B & B2C



*Frank Lasater -Sr. Mgr.
Parts & Service Operations*

CASE STUDY

THE CLIENT: Fiat Chrysler Automotive Group (FCA)

Fiat Chrysler Automobiles (FCA) designs, engineers, manufactures and sells vehicles and related parts, services and production systems worldwide. The Group operates 102 manufacturing facilities and 46 R&D centers; and it sells through dealers and distributors in more than 135 countries.

FCA's automotive brands include Abarth, Alfa Romeo, Chrysler, Dodge, Fiat, Fiat Professional, Jeep, Lancia, Ram, Maserati. The Group's businesses also include Mopar (automotive parts and service), Comau (production systems) and Teksid (iron and castings).

"This was our 11th conference and Ross was easily one of the best speakers we have heard. The primary focus of our 2018 Mopar Business Conference was increasing customer retention by improving the customer experience. Ross was dynamic, entertaining and most of all relevant to our audience and our goals for the meeting. His insights added great value to help our participants in real-world applications."

Frank Lasater - Senior Manager - Parts & Service Operations

THE CLIENT'S OBJECTIVES: FCA's annual convention is well known within the auto industry for providing networking, education, sales techniques, and industry awards. FCA sets the bar very high.

ROSS'S DELIVERABLES: Ross Shafer was hired as the closing keynote speaker to provide a tone of high energy, fun, and insight on the subject of "How to Stay Relevant in 2020." In fact, FCA was looking for Ross to end the conference on a high note - and to provide the 900 attendees with actionable takeaways. This is an organization with a substantial professional speaker budget. In fact, their speaker roster proves "they can hire anybody" and they chose Ross Shafer.



Ross Shafer