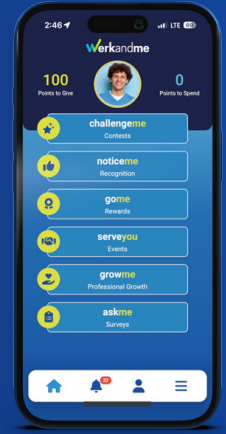




Beating the Industry Curve: Re-engineering Dealership Culture

Why Do WerkandMe Dealerships Have 21% Turnover While the Industry Sits Near 67%?



Executive Summary

WerkandMe dealerships operate at a 21% turnover rate compared to industry averages near 67%. The difference isn't software — it's structured engagement.

By organizing onboarding, training, feedback, recognition, and gamification into one visible system, dealerships turn culture from intention into execution. The result is lower turnover, stronger performance, and reduced hiring disruption.

The difference isn't software.

No application can make someone want to stay at a dealership. Retention doesn't improve because of a login screen.

It improves because of culture.

So why are WerkandMe dealerships operating at a 21% turnover rate while much of the industry experiences turnover closer to 67%?

Because engagement isn't accidental, it's organized.

The Real Drivers of Retention

High-retention dealerships focus on five core areas:

- *Employee engagement*
- *Structured feedback*
- *Ongoing training*
- *Intentional onboarding*
- *Consistent recognition*

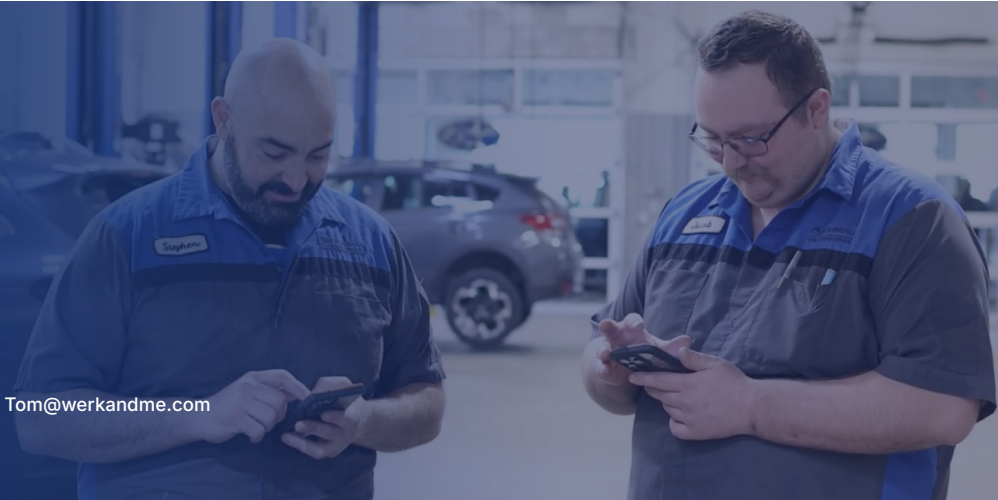
None of these are revolutionary ideas.

Any dealership can commit to them. The challenge isn't knowing what to do.

The challenge is doing it consistently — especially in a fast-paced, high-volume dealership environment.

Managers get busy. Priorities shift. Good intentions get pushed aside.

Without structure, culture becomes reactive.





Turning Intentions Into Systems

Inside the platform, dealerships can:

- ✓ Launch gamification initiatives that energize performance
- ✓ Create simple peer-to-peer recognition moments
- ✓ Organize training and onboarding milestones
- ✓ Maintain event calendars for team-building and community efforts
- ✓ Offer a fun, transparent reward system

What makes the difference isn't the features. It's the visibility.

Leadership can inspect engagement. Managers can track participation. Progress becomes measurable.

Culture stops living in conversations. It lives in action.

The Results

When engagement becomes organized, retention follows.

WerkandMe dealerships have seen turnover drop to 21%.

That means:

- *Less time spent hiring*
- *Less money spent retraining*
- *Less disruption to team chemistry*
- *More experienced employees serving customers*

Lower turnover isn't just a morale win. It's a performance advantage.

The Takeaway

You don't reduce turnover with software.

You reduce turnover by creating an environment where people feel:

- *Valued*
- *Developed*
- *Recognized*
- *Connected*

WerkandMe simply makes it easier for busy operators to execute on what they already know matters.

Because when culture becomes intentional, retention becomes sustainable.

Schedule a Demo Today!

werkandme.com

Email | Tom@werkandme.com

