

# VW - TPS HEROES

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## TPS Heroes

The objective of the project was to create a community within the newly formed TPS Group that would recognise, incentivise and develop the Volkswagen TPS Group staff.

The concept of 'Heroes' was used to recognise at all levels of the business.

**Local Heroes:** Users who has performed above and beyond the call of normal duty, voted for by their peers.

National Heroes: Based on measurable criteria for each job role.

Super Heroes: Making your TPS Centre is one of the TOP performers across the network based on all round business performance.

The programme delivered simultaneous targeted sales tacticals, spot prize games and training.



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## My Role

To analyze user requirements taken from an existing user study conducted by Volkswagen and created an outline plan.

To create process flow diagrams. Scope the project and develop the functional specification.

To link the customer facing website to the existing programme.

To define the system requirements in consultation with the key IT stakeholders.

To document any risk to the company's long term strategy.

To update the Project Board and the key stakeholders with progress reports.

To table Issue solutions backed up with cost analysis and return on investment studies.

To work closely with the development team during the build of the application, testing the processes at regular intervals.

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## My Role

To meet Key Performance Indicators and encourage the development team to come forward with any possible issues before they became an obstacle in the development process.

Outcome: The ability to create campaigns on a local level and mirror successful trends in other areas increased profitability for TPS retailers.

Having a cohesive marketing structure and online environment for business networking across the group led to a greater interaction between the TPS Centres, allowing the business to target key areas and increase its presence in a crowded marketplace.



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