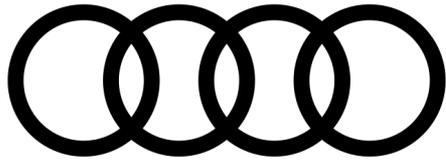


Revolutionizing Sustainability: AVME's Green Initiative with QuestionPro & Tree Nation



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SOLUTION

QuestionPro CX

OVERVIEW

Audi Volkswagen Middle East (AVME) partnered with QuestionPro and Tree-Nation to plant a tree on behalf of its customers for every completed survey response, promoting sustainability. This case study highlights their pioneering initiative contributing to a greener and more sustainable future.



Audi Volkswagen Middle East

- Fully owned subsidiary of AUDI AG
- Established in 2005
- Operations in the United Arab Emirates | Saudi Arabia | Kuwait | Bahrain | Oman | Qatar | Lebanon | Jordan

www.audi-me.com

"We are incredibly impressed with QuestionPro's dedication to support sustainability and corporate social responsibility while working in partnership with Audi and Tree-Nation. QuestionPro have delivered an innovative and seamless technical solution enabling us to make a positive impact on the environment while gathering valuable insights through our surveys."

Kieron Duncan

Audi Aftersales & Network Development Director

Company Profile

Audi Volkswagen Middle East serves as the regional head office and first point of contact for all Audi & Volkswagen Middle East dealers across 8+ countries of the Middle East region..

It is responsible for steering the regional sales, marketing, dealer network development, and after-sales service activities.





Implementation highlights:

- AVME and QuestionPro Middle East collaborated closely to integrate the tree-planting initiative into the survey platform.
- For Audi after-sales survey and for customers of all regional dealerships - respondents can opt for planting a tree at the end of their survey.
- Every completed survey response automatically triggered the tree-planting process in partnership with Tree Nation.
- The process was simplified and automated, ensuring a seamless and meaningful experience for respondents.
- The environmental impact aligned perfectly with the data collection process, enhancing the initiative's effectiveness.

Objective

AVME's primary objective was to align its customer experience initiatives with environmental conservation efforts. By leveraging QuestionPro's advanced survey capabilities and collaborating with Tree Nation's reforestation program, AVME aimed to foster a positive impact on the environment while increasing their audience engagement through surveys.

QuestionPro - The technology partner | www.questionpro.com

Founded in 2005, QuestionPro is a leading Surveys and Experience Management platform that empowers organizations worldwide to gain valuable insights and make informed decisions. Renowned for its cutting-edge technology, the platform offers advanced features like artificial intelligence-powered analytics, sentiment analysis, and text analysis, enhancing data interpretation and visualization.

Offices in 11 countries | 5.3 Million users worldwide | 10 Billion questions answered

Tree-Nation - The reforestation partner | www.tree-nation.com

Recognized internationally and becoming an official partner of the UNEP in 2007, Tree-Nation has evolved to help +15,000 companies and more than half a million users to plant more than 32 million trees in +60 reforestation projects in 6 continents.



Audi's Global Impact



2517 trees
Total planted

24%	Tanzania Usambara Biodiversity Conservation	608 trees
18%	Madagascar Eden Reforestation Projects	457 trees
9%	France Restauration Forêts dégradées	225 trees
9%	Nicaragua CommuniTree	222 trees
9%	Kenya Bore	220 trees
8%	India Trees for Tribals	211 trees
8%	India Trees for Tigers	200 trees
7%	Nepal Eden Reforestation Projects	188 trees
7%	Thailand Conserve Natural Forests	186 trees



1.8 hectares
Total reforested

31%	Tanzania Usambara Biodiversity Conservation	0.553 ha
16%	Kenya Bore	0.293 ha
12%	France Restauration Forêts dégradées	0.225 ha
12%	Nicaragua CommuniTree	0.222 ha
10%	Nepal Eden Reforestation Projects	0.188 ha
8%	Madagascar Eden Reforestation Projects	0.152 ha
5%	India Trees for Tribals	0.084 ha
4%	India Trees for Tigers	0.067 ha
1%	Thailand Conserve Natural Forests	0.019 ha



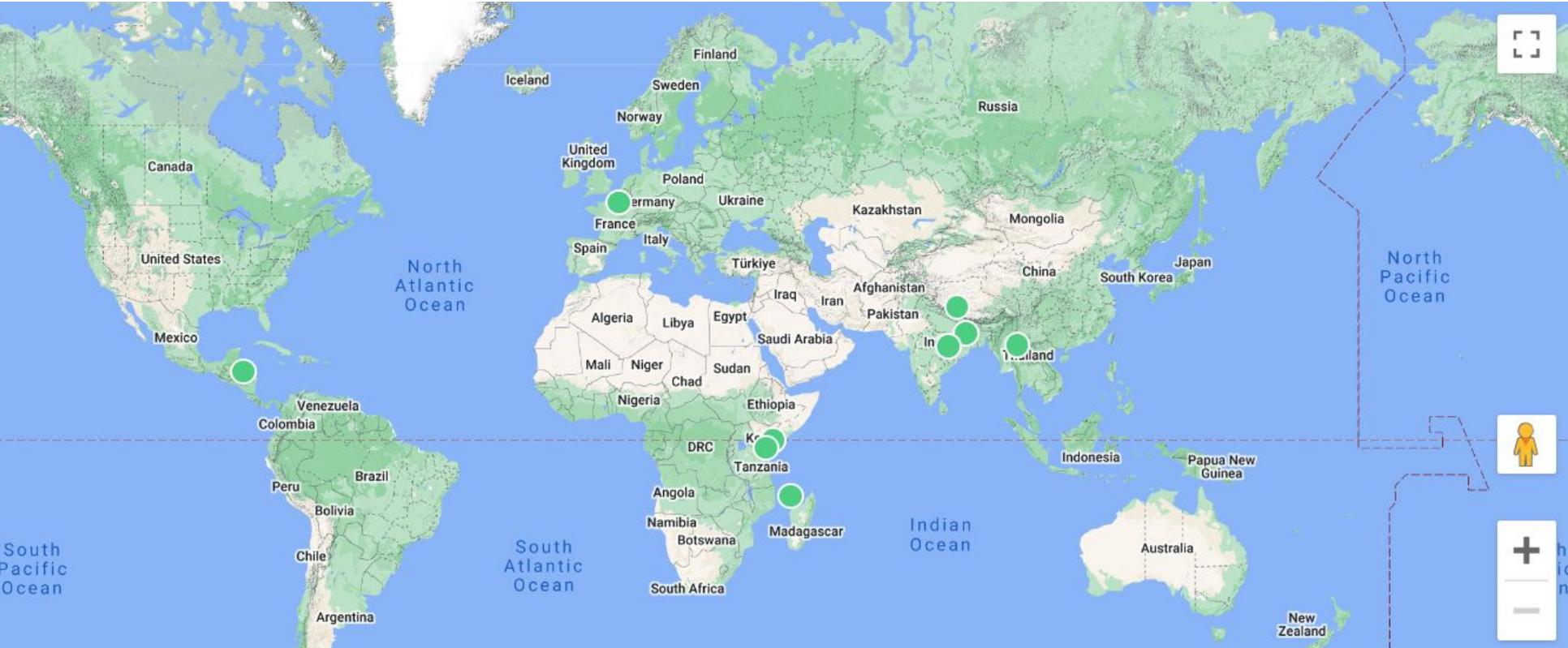
453.59 tonnes
Total CO2 captured

29%	Nepal Eden Reforestation Projects	131.60 t
15%	Tanzania Usambara Biodiversity Conservation	69.00 t
15%	France Restauration Forêts dégradées	67.50 t
12%	Kenya Bore	52.80 t
11%	Thailand Conserve Natural Forests	48.36 t
7%	India Trees for Tribals	31.65 t
7%	India Trees for Tigers	30.00 t
4%	Madagascar Eden Reforestation Projects	18.24 t
1%	Nicaragua CommuniTree	4.44 t



Audi's Global Impact

Tree Planting Locations - The green dots on the map symbolize the locations where tree planting initiatives have been carried out. Each green dot represents a meaningful contribution to environmental conservation and sustainable growth.





Implementation highlights:

Start date - March 2023

Stats as of - July 2023

[View real-time impact](#)

By leveraging the power of technology and collaborative partnerships, AVME successfully demonstrated its commitment to both exceptional customer experiences and environmental stewardship.

Key Outcome

Environmental Impact:

AVME's collaboration with Tree Nation resulted in the planting of a substantial number of trees, significantly contributing to environmental conservation efforts. The initiative's positive environmental impact garnered widespread recognition and praise from stakeholders.

Positive Impact on Sustainability:

AVME's commitment to sustainability through this initiative enhanced its position as a socially responsible organization. Customers and partners valued AVME's dedication to environmental causes, fostering stronger loyalty and positive sentiment toward the brand.

Increased Survey Participation:

The incorporation of the tree-planting initiative into the survey process incentivized respondents to complete surveys, knowing that their participation directly contributed to environmental preservation. This resulted in higher survey participation rates and improved data quality.



Overview of QuestionPro CX:

- Customer Experience Management
- Global Panel (22 Million+)
- Consulting
- Sentiment analysis
- Promoter amplification
- Detractor recovery
- API Integration
- Closed-loop feedback
- Contactless surveys
- Advanced data analysis
- Shareable reports
- **Tree-Nation integration**

Learn more

<https://www.questionpro.com/cx/>

Drive sustainability with QuestionPro

In its quest to drive sustainability and corporate social responsibility (CSR) initiatives, QuestionPro has forged a groundbreaking partnership with Tree-Nation, a leading reforestation provider. This unique collaboration empowers companies conducting surveys and market research to make a positive impact on the environment while collecting valuable insights.

Through this strategic alliance, QuestionPro offers its customers and prospects the opportunity to plant a tree for every completed survey response or other specified criteria. This eco-friendly initiative not only aligns data collection efforts with sustainability goals but also amplifies each participant's contribution to global reforestation efforts.

With this innovative initiative, QuestionPro reinforces its commitment to supporting sustainability and CSR efforts, showcasing the platform's dedication to delivering impactful and responsible solutions for clients worldwide. Together with Tree-Nation, QuestionPro creates a powerful synergy that contributes to both data-driven insights and a greener planet.

