

BENNETT DUN

CASE STUDY · CANADA · AUTOMOTIVE RETAIL

Engagement surveys consolidated. \$10,000 a year saved.

DCAG runs Workzoom across multi-dealership operations in Saskatchewan and Alberta. Payroll, time, performance, engagement, and onboarding on one platform reading the same employee record.

IN GOOD COMPANY · MULTI-LOCATION OPERATORS



Driving Change Automotive Group

Driving Change Automotive Group (DCAG) is a multi-dealership automotive retailer operating in Saskatchewan and Alberta with locations in Regina, Saskatoon, and Calgary. The group has run regular engagement surveys for years; for them, employee voice is operational, not optional.



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WORKING WITH HR AND FINANCE BUYERS ACROSS CANADA AND THE CARIBBEAN

This case study covers DCAG's consolidation of engagement surveys, performance management, payroll, time, and onboarding onto one Workzoom platform, retiring the separate SurveyMonkey subscription and preserving the question structure they'd built over years. Stats and approach match the published case study at workzoom.com/case-studies/dcag.

Last verified May 2026 · [workzoom.com / case-studies / dcag](https://workzoom.com/case-studies/dcag)

INDUSTRY

Automotive Retail

STRUCTURE

Multi-Dealership Group

LOCATIONS

Regina · Saskatoon · Calgary

SAVINGS

\$10,000 a year (SurveyMonkey retirement)

SUITES IN PRODUCTION

HR

Workforce

Payroll

Talent

THE CHALLENGE

The survey worked. The architecture around it didn't.

DCAG had run engagement surveys on SurveyMonkey for years. The program worked: years of consistent question structure meant the data told a real story over time, and leadership relied on the longitudinal comparisons for decisions about culture and retention.

The challenge was structural, not program-design. SurveyMonkey cost roughly \$10,000 a year and sat outside the HRIS, which forced HR to export responses and manually join them to HR, payroll, and performance data for any correlation work.

DCAG's reporting structure across multiple automotive brands, layered management, and cross-functional teams didn't match the standard org-chart template most survey tools assume. Survey distribution was constrained to traditional management titles, which excluded team leads who operate without a formal manager role.

BEFORE WORKZOOM

- SurveyMonkey ran outside the HRIS, every correlation report required manual exports + joins.
- \$10,000 annual subscription for a tool that should have been part of the HR platform.
- Distribution constrained to traditional management titles, team leads excluded by default.
- Question structure built over years; any change risked breaking comparability with prior cycles.

THE SOLUTION

Preserve the program. Retire the tool. Connect the data.

Workzoom worked closely with DCAG to replicate the core survey structure the group had developed over time. The categories, question formats, and reporting approach were preserved, providing continuity for both employees and managers. Because survey functionality is included in Workzoom, the same engagement program DCAG had run on SurveyMonkey moved into the HR platform, which let the group retire that separate subscription and save \$10,000 a year.

The screenshot displays the Workzoom HR engagement interface. At the top, the browser address bar shows 'workzoom.com / hr / engagement'. The interface includes a navigation menu on the left, a search bar, and a user profile for Martha Fleming. The main content area features a 'Personnel Directory' with employee cards for Ole Abraham Santiago (Accountant), Rhonda Adamson (Chief Executive Officer), Patricia Alvarado, John Anderson, Elizabeth Asmundson, and Emma August. A 'Work Location Poll' overlay is active, asking 'Would you prefer to work from home or the office?' with radio button options for Home, Office, and Hybrid, and a Submit button. Other overlays include 'Randy Hendricks Birthday' and 'Kimberly Hay Work Anniversary'. The bottom of the page features the text 'WORKZOOM ENGAGEMENT · SURVEY DISTRIBUTION BY PERSON, NOT JUST BY MANAGEMENT TITLE'.

TALENT

Engagement Surveys

Replicated DCAG's existing structure inside the platform, preserving comparability while adding targeted surveys, real-time response data, and visual reports with favourability scores.

TALENT

Performance

Survey results link by person rather than title, enabling broader participation from team leads who do not hold traditional management roles.

HR

Organization

Reporting structure modeling supports DCAG's complex layered teams across multiple automotive brands, so insights surface at every level without custom rollups.

HR

Personnel

Engagement data joins the same employee record as HR, payroll, time, and performance. No exports, no third-party joins, no manual reconciliation.

THE RESULTS

One platform, one record, four years of continuity.

From integrated access to flexible role assignment, the Workzoom survey platform was shaped to fit DCAG's real-world needs. Surveys now sit in the same platform where employees manage other key HR tasks. Workzoom developed visual reports that include favourability scores, comparison views, and full-text comments for deeper analysis. Survey results link by person rather than title, broadening participation to team leads who do not hold traditional management roles.

\$10K

Saved annually
SurveyMonkey subscription retired

4

Workzoom suites in production
HR · Workforce · Payroll · Talent

1

Employee record
No exports, no joins

The Workzoom team worked within DCAG's uniquely complex reporting structure: preserving what worked, adding what they needed, and retiring what they didn't need to keep paying for.

[EDITORIAL SUMMARY](#) · [PUBLISHED AT WORKZOOM.COM / CASE-STUDIES / DCAG](#)

Why this matters for multi-location retailers

Multi-dealership and multi-location retailers carry hidden costs from standalone HR tools that don't talk to each other: separate logins, separate exports, separate reporting structures that drift from the actual org chart. Consolidating onto a platform that supports the real organizational complexity, and includes the tools you used to pay separately for, recovers both budget and analytical clarity.

Retire the standalone tools you're still paying for.

A 30-minute walk-through with your dealership structure, your survey program, and your actual team layout. We'll show you honestly what consolidates and what doesn't.

\$10K
saved
/year

SurveyMonkey retired ·
engagement, performance,
payroll, time, and
onboarding on one
employee record.

[Book a 30-min walkthrough →](#)

[See pricing in detail](#)



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