



IMPACT STORY

HYUNDAI + inmoment

The Context

In 1986, Hyundai made its Australian debut, and, in 2003, Hyundai Motor Company Australia (HMCA) was established as a wholly owned subsidiary of the Korean parent company. For almost 30 years, Hyundai has been a part of the Australian automotive landscape. Hyundai is the fifth largest automotive group in the world, the fastest growing automotive brand in Australia, and is widely acknowledged as a global leader in design, safety, and quality.

The Opportunity

Hyundai Australia partnered with InMoment to identify the key stages of its customers' service experiences and understand what really enabled better outcomes for both the customer and the business. By collecting and analyzing feedback, InMoment identified a gap that was both a major pain point for customers and a missed business opportunity for Hyundai.

In order to book a service appointment, Hyundai customers had to dial a specific location and book by phone. Scheduling at the service centers wasn't coordinated or aligned with the specific service that was actually being performed. The flawed process

created traffic bottlenecks and service delays in the morning and afternoon when customers dropped off and collected their cars — providing an opportunity for Hyundai to reinvent its aftercare customer experience.

The Impact

Hyundai reached out to InMoment to identify and measure the key stages of a customer's service experience and understand what really enabled better outcomes. Analysis of the customer feedback pinpointed a key opportunity: customers wanted a self-service option to book an appointment, rather than book by phone.

An online "quote and booking" system for customers was built that incorporated transparent service pricing for over a million vehicles all the way back to its first 1985 Excel model. Time slots were optimized to accommodate a maximum number of customers, ultimately delivering a far superior drop-off and pick-up experience. The online booking tool has been a major success, growing from 1,000 online bookings per month when the service was introduced in 2014, to now close to 6,000 online bookings — an increase of 500 percent and growing.

Additionally, InMoment collaborated with Hyundai to develop a core group of service experience metrics. Through this process Hyundai discovered that the strongest driver of both good and poor experiences for customers is in-store staff. With this insight, Hyundai established corporate behaviour guidelines and training to ensure every encounter is "friendly, helpful, and efficient."

What's Next

Hyundai's future CX aspirations are now focused on proactive customer retention by identifying when existing customers are in need of aftercare support and which may need winning back from a marginal experience.

SUMMARY

- Greater visibility into operational improvement opportunities
- 500 percent increase in online bookings
- Intelligence for new training program that ensures execution of optimized CX