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