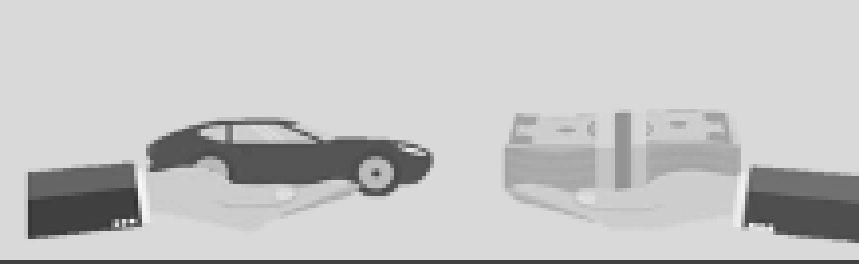


LUXURY CAR BUYER JOURNEY MAP

STAGE	PLAN	EXPLORE	PURCHASE	HANDOVER	AFTERSALE	PERKS	DISPOSAL
							
	Information Sourcing & Purchase Planning	Dealership visit, Product Information & Test drive	Order Confirmation & Payment	Delivery & Welcome to the Brand	Servicing, Warranty & After Sale Accessories	Loyalty Program, Anniversaries and Events	Repurchasing
	Most approach the dealership with a basic idea of their preferences after consulting trusted experts either in one's circle or on social media	The most prominent role of the dealership at this stage is to be a fact checker. The environment should compliment the luxury of the car itself. There should be a perception of spaciousness	Purchasing the car entails three steps: (1) Calling and reserving the car (2) Giving a down payment or signing a payment agreement (3) Making the final payment upon receiving the car	In waiting for a car to be picked up or delivered, the average waiting period is less than 1-2 months. Customers are generally prepared to wait for up to 6 months for customized cars. The final step is to complete the paperwork and hand over the car	Servicing is a key recurring touchpoint with the dealership. Most customers prefer the luxury of walking in at any time. Warranty, spare parts and accessories are all components of after sale processes	Rewarding loyalty is currently not common. There is no expectation from the dealership to contact customers. Limited events are seen in the automotive space	Interactions with the dealership post-purchase of a new vehicle for any other purpose than servicing, warranty or maintenance is rare. From the customer's side, there is a lack of trust in finding the best price through the dealership.
RECOMMENDATION	Dealership should be easy to contact and communicate with through multiple channels – SMS, e-mail, phone call, etc	Customers expect to interact with salespeople who are welcoming, receptive and clear. The salesperson should not be trying to pitch information for the sake of making a sale	Customers perceive a rush in the conformation process to be unprofessional. The treatment should not be a drastically different basis how much money is spent during the purchase	As the receipt of the luxury car is seen as dream come true for many, customers expect the dealership to respect the sentiment and make the occasion feel like a momentous one. Offering branded paraphernalia is the bare minimum	Customers see servicing as an inherently tedious process. Online booking does not account enough for the urgency of the situation – slots are typically booked out for weeks. While the need for spare parts arises less frequently, customers expect to be reassured	However, a brand that mindfully keeps in touch with their customer post-sale is seen as proactive. Customers express the need for niche events that could bring car owners with similar interests together. There is also an appreciation on being rewarded for loyalty in future purchases	If the dealership is to be involved at this stage, it would be through trade-ins. Within the same brand, customers are open to swap their current model for a newer one paying only the difference in price to the dealership.