

... CASE STUDY

Re-imagining the Luxury Guest Experience



A luxury automotive brand sought a solution to transform their guest experience.

Challenge

With customer experience increasingly influencing purchase consideration, OEMs are re-focusing their customer satisfaction efforts. For one luxury brand, the challenge became differentiating their guest experience in a marketplace offering a variety of shopping and ownership amenities.

Solution

To re-imagine the luxury dealership experience, GP Strategies designed a guest philosophy to transform the traditional sales and service process for a luxury OEM: **One price. One person.**

Launching the initiative, GP developed a consulting playbook and recruited consultants with experience at the leadership level (GM/GSM).

Veering from the traditional model, the approach focused on **enabling leadership teams to take ownership** and embody a shift in mindset. The GP consultant acted as a guide, holding leaders accountable in completing their own analysis and goal setting for affected areas of the business. The pace of transformation was driven by the individual dealers.

RESULTS

After two years, participating dealers are **outperforming the national average** for gross, volume and satisfaction

