



Sherry Eshine Amanda Jackie Nicholas

Young professional
Chinese buyers between
the ages of 25-40.

Audience

Lack of post-sale service is the number one
reason they are switching brands within the
luxury market.

Customer Needs

Lack of brand loyalty among younger
generation customers is affecting potential
return purchases.

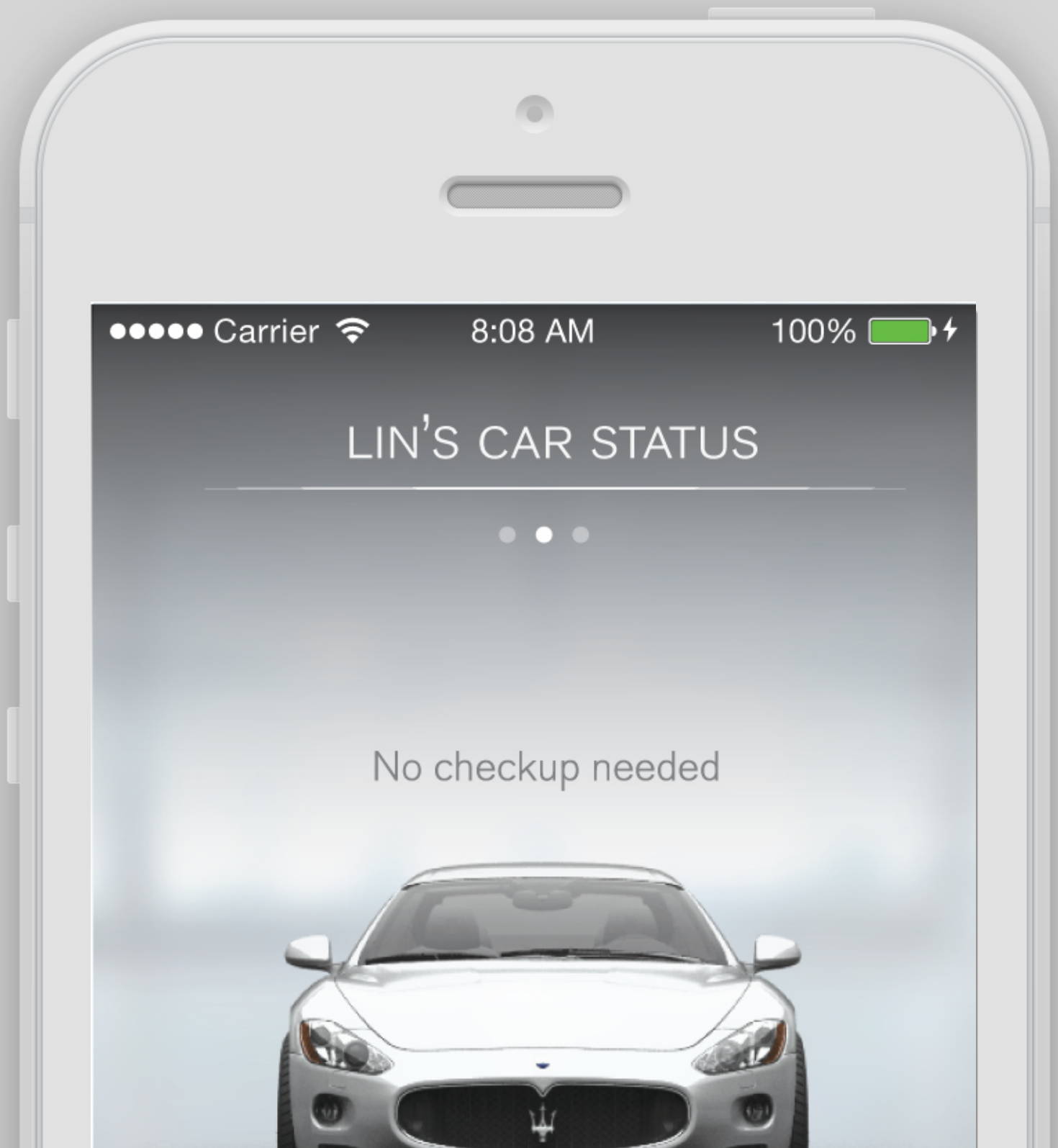
Business Problem

Enhancing the ownership
experience through
personalized service.

Opening

Pitch

Our project is a service application, designed for young Maserati owners (25-40), which allows them to experience personalized luxury post-sales service to increase brand loyalty and result in future return purchases and sustainable business growth.



Video



rpm
x 1000

functionality
individualism
post-sale service

Target Audience Needs



promoting heritage and identity
focusing more on pre-sale

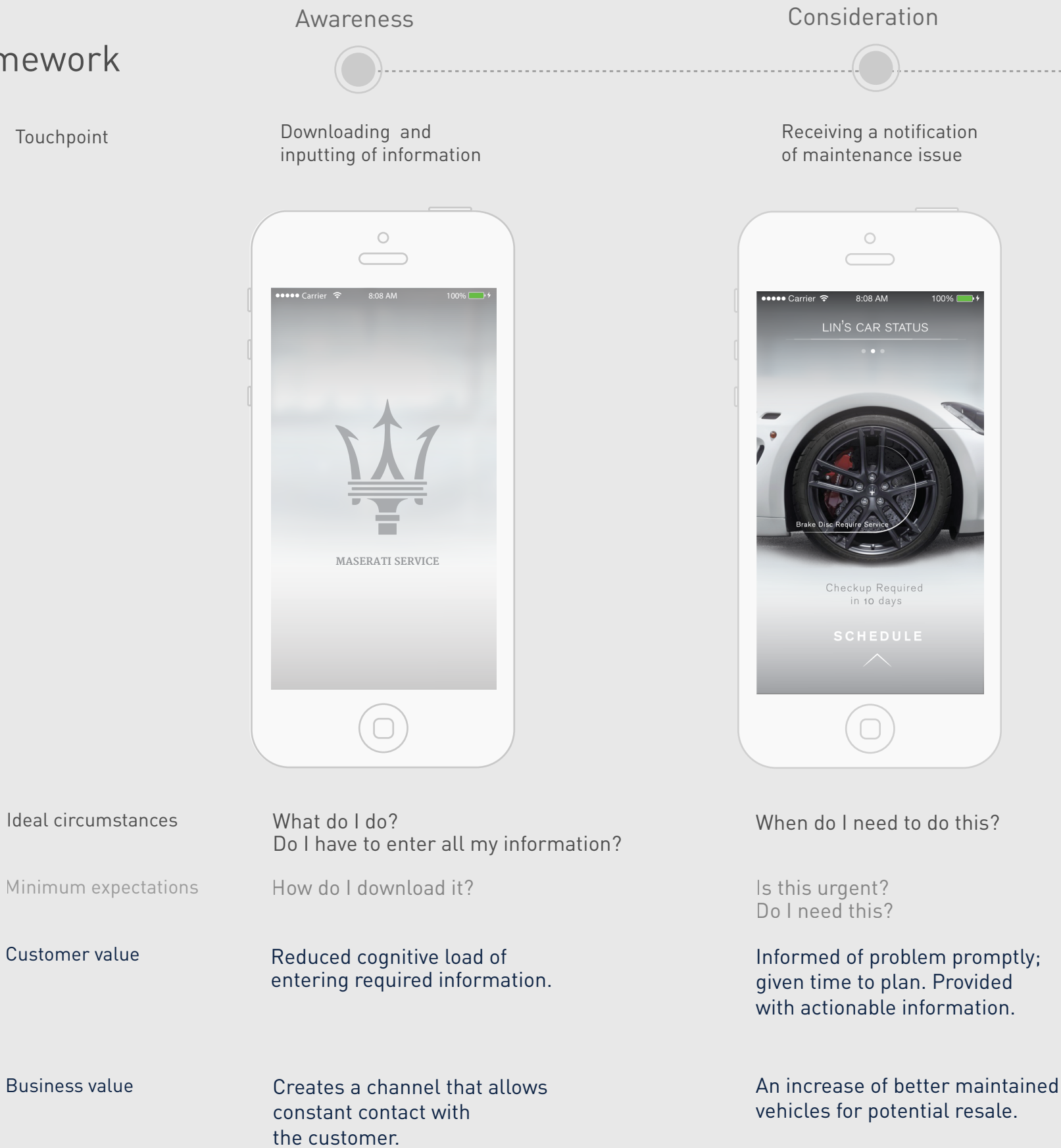
Brand Strategy



focus on post-sale service
fullfill functional needs
enrich ownership experience

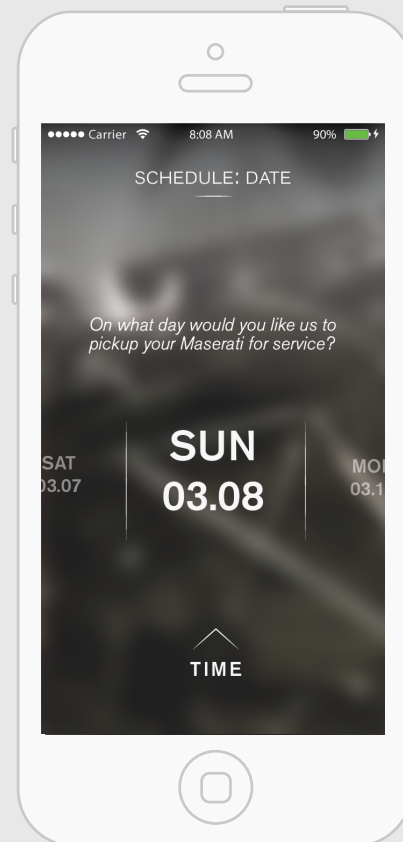
Bridging the Gap

Customer Journey Framework



Planning

Booking an appointment



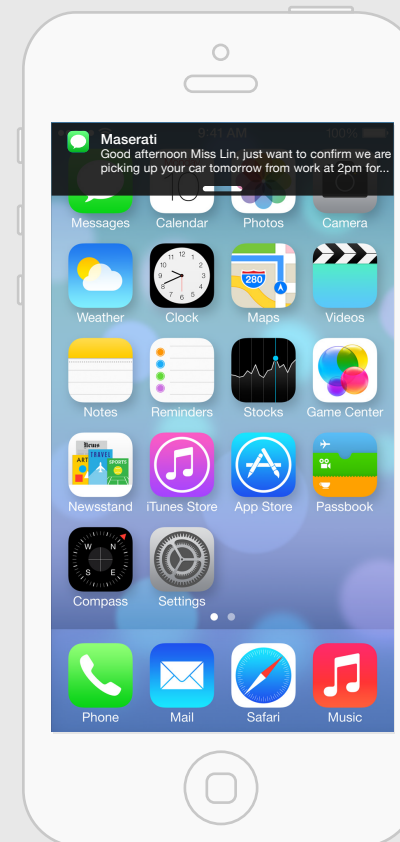
How long is my car safe to drive before scheduling?

How much?
When am I free?

Provided with actionable information.

Streamlined appointment booking process.

Receiving a notification of maintenance issue



What if I need to modify my appointment after confirmation?

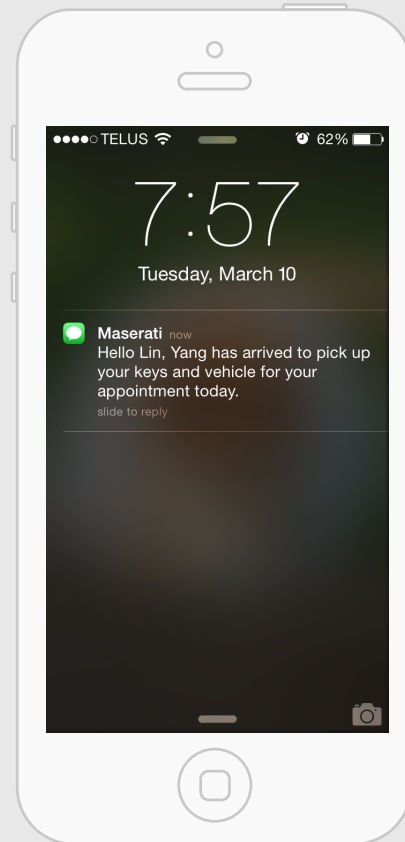
How long will it take?
Will I remember my appointment?

Anticipated changing needs and schedules.

Contributing to the efficiency of business operations.

Service

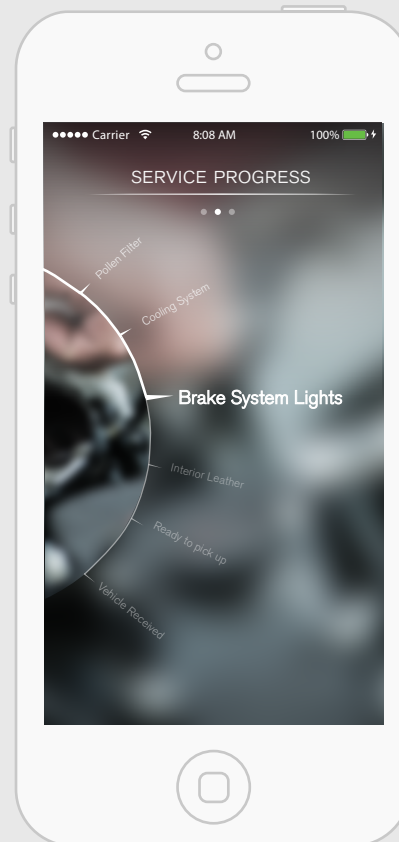
Receive text to pick OR
Drop off your vehicle



When will I know they are
here to pick up my vehicle?

Informed of arrival
through text message.

Checking on
service progress



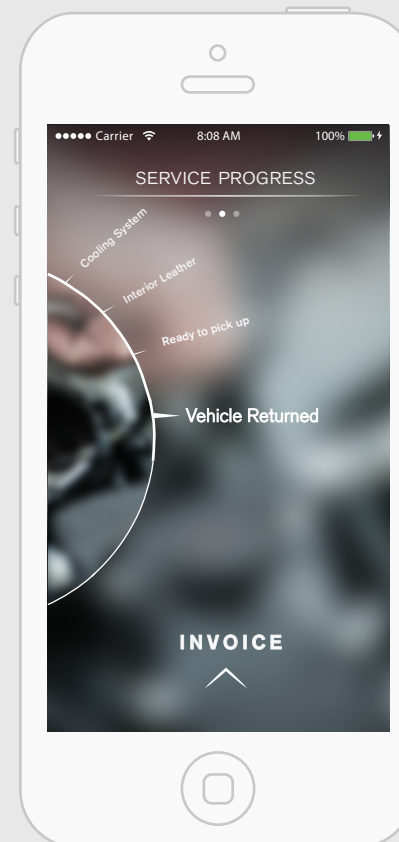
Do I have to call to find out
the progress?

How much longer is my service?

Constantly updated
progression of service.

Higher service throughput.

Receiving a notification
of completion



Will someone notify me
when my vehicle is ready?

Notified immediately of
service completion.

Real time informant to owner
of completed service.

Reviewing invoice



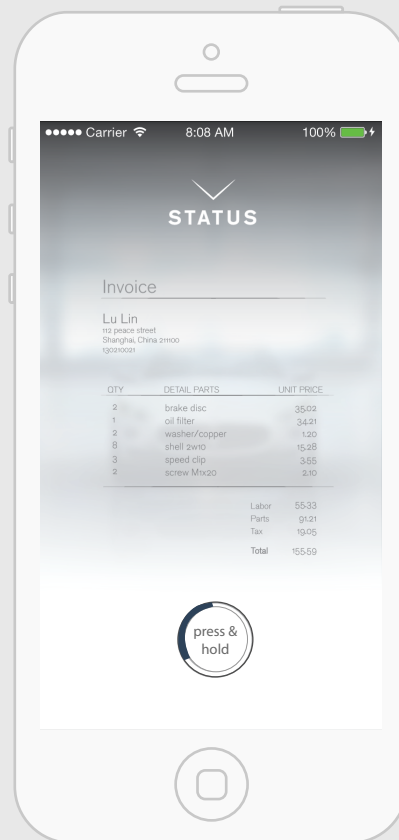
Do I have to go into the
dealership to pay?

What did they do?
How much do this cost?

Provided with details
immediately after service
is complete.

Payment

Accepting payment



What if I accidentally accepted the payment?

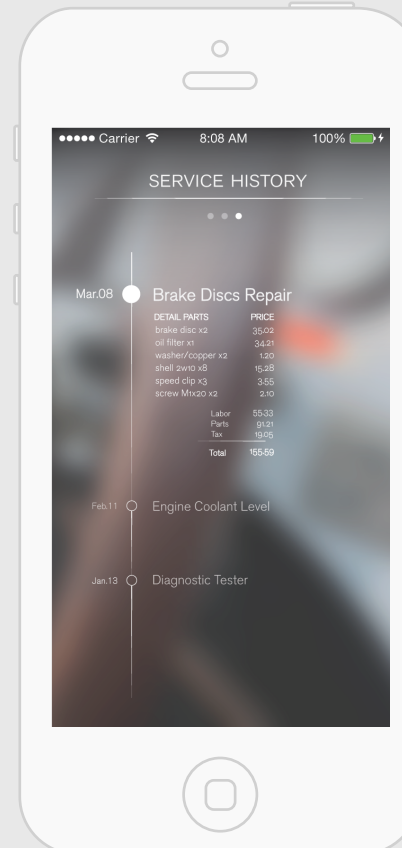
How do I pay for it?

Ease of accepting payment through the application.

Ease of receiving payment through the application.

Post-Service

Receiving confirmation of payment



How can I keep my invoices and receipts in one place?

Do I get a receipt?

Paid invoice is recorded into the history page for easy access.

Increase in customer loyalty if the experience was positive.



Measurability

Repeat future purchases of vehicles
Amount of bookings through the application
Dealership maintenance revenue growth

Value

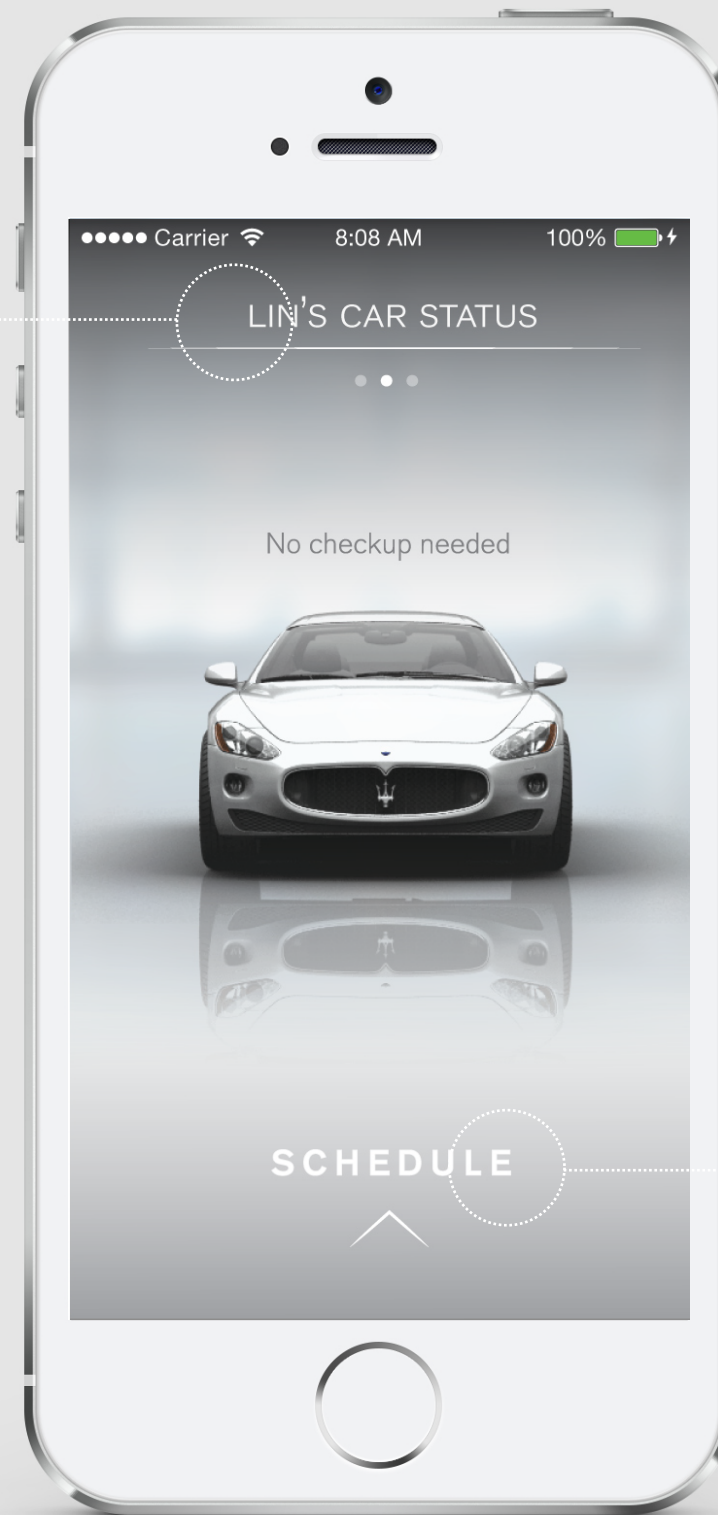
Intangible

Luxury experience

Personalized service

Anticipating needs

Exceeding minimum expectations



Tangible
Functional
Booking process

References

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