



e~~x~~cap



Jaguar Land Rover seeks a younger audience

Page 7

The new direction of customer experience is paying off.

.....

“Our dealerships experience the figures from excap as a mirror that is held up to them.”

**Jaguar and
Land Rover**

are in the
middle of a
metamorphosis

The brands that convey luxury, exclusivity and quality, now also want to connect with the B2B market. In doing so, the customer experience is one of the starting points.

That is the prejudice that has been surrounding the British car brand for years. This is the brand with a very loyal customer base that grew up to become old together with the brand. These customers are still very important to Jaguar and Land Rover, but the two world-famous names - which have been under one roof at every dealership since last year - have drastically changed course.



**“Jaguar is for
wealthy people
over 50”**



“The customer must be at the heart of business. That’s what this is all about”

“You can tell this from our new models right away. Modern, streamlined, made for the B2B market”, says head of the Business Improvement Benelux department Eric Deckers. These gorgeous cars will have to compete with the major German brands, which are dominating the leasing market. This can be accomplished little by little.

Over the past five years, the British brand has shown growth rates every single year. This also applies to the private market, which is increasingly attracted to the brand thanks to the introduction of more modern- looking models. Deckers: “In a couple of years we have grown three times as big. This also has a lot to do with the direction that Tata, owner since 2008, has initiated.”

Jaguar Land Rover is not only doing this with hardware. A sense of quality, exclusivity and luxury should be emitted from all angles. This includes customer service. In order to achieve the highest possible level of customer experience, the

importer in the Benelux sought the help of excap. “The customer must be at the heart of business. That’s what this is all about to us”, says Richard van der Meulen, Business Improvement Manager of Jaguar Land Rover Netherlands.

The seriousness of the matter is evident from the internal slogan: ‘Creating experiences customers love for life’. Van der Meulen: “That is the yardstick by which we measure all developments.

What we really want is to exceed the expectations of the customer.”

In these situations, numbers tell the tale. The brand has already distributed surveys to customers on a large scale, after each contact with Jaguar Land Rover. This often results in immediate adjustments. But Jaguar Land Rover wanted more: to know more, and be able to change more.



“Mystery shoppers are **an excellent tool.**”

This makes mystery shoppers an excellent tool. Excap sends them four times a year to almost fifty dealerships in the Netherlands, Belgium and Luxembourg. Deckers: “This way you get more subjective information, which speaks more than results of surveys. These mystery shops have already led to some changes: we have developed a Customer Relations Officer Program. This means that someone at the counter approaches incoming customers, offers a cup of coffee and ensures that all

customers are followed up perfectly.”

A great side-effect of the mystery shops is that dealerships are keen to do the best they can. Van der Meulen: “Dealers are awarded points for all aspects of the customer experience. Of course, we discuss the resulting reports with the dealerships. They are really dissatisfied if it turns out they did not achieve the highest score.”



The incognito visits of car companies is a process that has been perfected over the years. "It was constantly adjusting and shaving, **all very directly with the same agent at excap.** That worked very well. At first, the mystery shoppers were recognized, but that really doesn't happen anymore."

Besides visits to the dealerships, excap also performs mystery emailing. This is done both via the general e-mail address of the dealership, as well as via the contact form on the website. Van der Meulen: "Our customers must have a premium experience every time they come into contact with our company. This is not only about how quickly a phone call or an e-mail is answered, but also about what information is given, whether the right questions are asked or the right answers are given".

This was by no means always the case: "Following up is an issue that quickly became clear, and which has been greatly improved since then. The mystery shops and calls made it clear that only about half of all people who entered a dealership got a phone call from us afterwards. This is now well above eighty percent."

By classifying dealerships based on the figures, service is continuously improved. The best practices that this leads to from the Benelux countries also cross the border, so that car companies in the rest of Europe can follow suit. Van der Meulen: "One thing I like to see is that our dealerships don't experience the figures that excap delivers as a stick to be beaten with, but rather as a mirror that is held up to them."

The new direction of customer experience is paying off. It is difficult to measure how many more cars have been sold. But Jaguar Land Rover is climbing with great strides at the industry's major European rankings IACS (International Aftersales Customers Satisfaction) and NCBS (New Car Buyer Survey).

"The challenge now is to safeguard their label of exclusivity"

✘ Jaguar Land Rover wanted more. To know more, and be able to change more.

It must be clear and easy: Anyone who comes in to buy a car, schedules a maintenance appointment or brings their car for repair must be provided with excellent service, as is to be expected of an exclusive brand. The Business Improvement department has all the necessary powers to achieve that. Deckers: "We're talking a lot about this. What do our customers expect? Do they want an app to schedule appointments with us? Are they waiting for a pick-up and drop service? We have open brainstorming sessions about it, and the information we get from our surveys and the work of excap are our guiding principles. Customer experience also means that the customer knows exactly what to do to enjoy Jaguar Land Rover.

By going over all this data, Jaguar Land Rover is able to capture the entire customer experience. The challenge now is to safeguard their label of exclusivity despite the strong growth. Eric Deckers: "We always knew all our customers by name. This should not change. Because we are going to claim our spot in the corporate and wider private market, but we continue to be who we are. Different, exclusive, luxurious."



Any questions? ✘

Call us at

+31 20 204 45 08

or send us an e-mail:

info@excap.nl



Want to learn more?
excapiinternational.com

excap

Amsterdam
John M. Keynesplein 19

Antwerp
Ankerrui 9

Groningen
Helperpark 312



+31 20 204 45 08
info@excapiinternational.com
excapiinternational.com