

# Volkswagen Mechanic Service Customer Journey

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STAGE	Awareness	Consideration	Decision	Delivery and Use			Post Purchase		
<b>Customer Activities</b>	Conducts online research. Considers past experiences. Asks peers for advice. Reviews advertisements.	Compare and evaluate alternatives. Request more information and pricing. Needs assessment.	Review list of service options and book appointment accordingly.	Drop off car for service.	Be in contact with customer service regarding process and pick-up.	Enjoy newly fixed car.	Use service again.	Complete customer survey.	Share experience or referral to peer.
<b>Channels</b>	Social Media. Word of Mouth. Paid Advertisements. Website.	Social Media. Word of Mouth. Brick & Mortar Store. Website. Phone.	Website. Phone.	Brick & Mortar Service Area. Calls, SMS, email.	Call and SMS	Brick & Mortar Service Area. Fixed car.	Brick & Mortar Store. Website. Phone.	Website. Email.	Social Media. Word of Mouth.
<b>Customer Goals</b>	To search solution options available.	Find the best solution available to fix ongoing car issues. Find most knowledgeable European/Volkswagen service.	Seamlessly book car service without any difficulties. Ensure all issues will be reviewed.	Drop off car to service area effortlessly without any confusion or problems. Easy parking.	To be kept in regular loop with all progress and problems. Clearly informed of pick-up times.	For the car to operate smoothly with no issues. To receive the car in-time with trip.	To receive experience again at either same or better quality.	Provide feedback. Hope recommendations are taken on board.	Share feelings.
<b>Interaction Details</b>	Review of all possible options through social media and internet searches. Interaction with previous mechanics & salespersons.	Interaction with Volkswagen website.	All completed on Volkswagen website.	Face-to-face contact with staff. Experiences Volkswagen dealership servicescape.	Purely through phone exchanges. Not necessary to enter premises for simple updates.	Face-to-face contact with staff. Contact with the repairs made by Volkswagen.	Interaction with Volkswagen website. Phone exchanges. Face-to-face contact with staff.	Survey provided by Volkswagen.	Possible contact with Volkswagen social media or website.
<b>Customer Experience</b>									
<b>Business Goals</b>	Increase awareness and interest.	Increase website attraction and interaction.	Confirm business with customer. Attempt to increase service value/sale.	Complete service timely and minimise complications.	Increase customer satisfaction.	Provide a car service which matches expectations.	Increase customer retention.	Increase service delivery value.	Convert negative experiences into positive. Turn customers into advocates.
<b>Solutions &amp; Opportunities</b>	Create marketing campaigns and PR activities, both online and offline. Ensure website operates smoothly for customers to find the information needed.	Create marketing campaigns and PR activities, both online and offline. Ensure website operates smoothly for customers to find the information needed. Feature list of all possible service options available, prices and time estimates. Provide contact details.	Optimise website to display all service options. Follow up online booking with phone call to customer. Rough estimates are advertised but payment is made at end. Once customer has made online booking, call customer to confirm.	Have empty customer parking spots available. Have staff member ready to address customer on arrival. Ensure booking is expected. Take care of car.	Provide regular updates via SMS or phone calls to customer regarding updates on the service. this includes: updates on problems, waiting times, pricing etc.	Give detailed analysis of what issues were found and how they were addressed. Provide full receipt for payment. Provide complimentary car detail.	Provide contact details for customer to reach out with further questions and queries. Create a rewards program. Target marketing.	Showcase survey results. Take note of and apply change to positive criticisms.	Manage social media feedback. Reach out to each public review made. Create offers for negative reviews.
<b>Customer Comments</b>	"I have no idea what I am going to do just yet."	"These companies have provided me with the most amount of information. I trust them."	"The website was extremely easy to use and I was able to ensure all issues are checked and addressed"	"Drop-off process was seamless and they apologised for the previous difficulties."	"I was given a time estimate which was exceeded with no contact until pick-up"	"I had nerves there would still be issues but the car seems to be completely fixed."	"The overall process of booking a service again would be easy and enjoyable."	"Was not completely satisfied with entire process but was not disappointed."	"The company knows what they are doing. I'd suggest their services."