Did your vehicle delivery meet the customer’s expectations?

Before presenting the customer with their vehicle, ensure that it is clean and ready to drive with a full tank of gas. Then, take the time to explain the vehicle’s unique features and how to operate them. It’s important to understand that, at this point, the customer may feel emotionally drained, as purchasing a vehicle is a big decision. Put them at ease, and help them get to know—and get excited about—their new purchase.

To maximize satisfaction with delivery, follow these Hyundai Best Practices:

- **Ensure the vehicle is clean and flawless**
  Inspect your customer’s new vehicle for any scratches or imperfections, and make sure it’s as clean as possible—both inside and out. The condition of the vehicle is an important question on the CXI survey, so make sure you do everything in your power to resolve any issues before your customer ever sees them.

- **Make sure the vehicle has a full tank of gas**
  This is a basic step that’s easy to overlook. Always deliver the vehicle with a full tank of gas, and highlight it for the customer. This will not only give your customer one less thing to think about on the drive home, but shows them that they are truly valued by your dealership.

- **Take time to explain vehicle features**
  Ask how much time the customer would like to spend on the delivery process to determine what details and features to show them. If the customer’s time is limited, invite them back for a more thorough delivery. When you do show the features, let your customers operate them as you explain, to help them remember.

- **Create a WOW moment they will remember**
  Taking a new car home is a special moment for every customer, so get creative and make it personal, fun and special for them. Think balloons, a unique delivery area, a “me and my new car” selfie. And, rather than merely showing the features on the new vehicle, help customers explore and become familiar with the features firsthand. Make it a positive “last impression.”

More on Meeting Expectations at Delivery: [Delivery Resources HyundaiCX.com]

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—CXI Score: 1000

“He explained all features and set a date for the first service appointment. He assured me that he was available to answer any questions. I would recommend him and the dealership to anyone who was interested in buying a new car.”

—CXI Score: 600

“He only spent around 15 minutes showing me how things worked. I felt like he was rushed to get back into the dealership for other customers. I had to figure out a lot of things myself.”

New owners who received a complete delivery (Bluetooth pairing, audio/navigation instructions, setting first service appointment) are 60 percent more likely to return for their next purchase.*

*2017 J.D. Power Hyundai Sales Rejecter Study