

Research on Automobile Brand Service Management based on User Experience Map and Service Blueprint

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Abstract

The ability to provide consumers with services that meet their needs and expectations is crucial to the sustainable and positive development of automobile brands. This study uses a user experience map to sort out user needs around consumer service contact points, organize user pain points and design corresponding service content, and use this as a basis to design a service blueprint for automobile brands and summarize core service management modules, providing a reference for automobile brands to improve their service management capabilities and enhance consumer service satisfaction.

Keywords

Service Management; Service Quality; User Experience Map; Service Blueprint.

1. Introduction

Consumers' satisfaction with the sales and after-sales services supplied by a brand directly affects the brand's performance and development prospects (Chen, Qing, 2012). Firstly, the service quality of a brand largely influences the level of consumer trust in the brand's product and company, and is expressed in the change of the brand's market sales. Improving the brand's service management capability is an important means to expand the brand's market share (Xu, Keenan, 2004; Lei, Lingsong, 2008). Secondly, the service quality of a brand is directly proportional to consumers' perceived evaluation and to consumers' brand image, and a high-quality, all-round service strategy is more conducive to the enhancement of brand image (Li, Y. U., Li, G. G., 2018). Furthermore, a pleasant brand service experience can form and increase consumers' positive brand value perceptions in order to strengthen consumers' brand loyalty and sense of belief (Wu, Shuilong, Liu, Changlin, Lu, Taihong, 2009). By providing diverse services to consumers, brands can build a good brand image, which enables consumers to perceive sustainable service attitudes and form brand loyalty and beliefs that support the generation of repurchase intentions (Dai, Yuqian, Service quality demanding requirements Liu, Xiaogang, Yu, Chenhui, 2021). In addition, the formation of consumers' willingness to pay for brand premiums is built on top of their pair, and brands can maintain consumers' brand loyalty and enhance brand premiums by continuously improving service quality and increasing customers' perceived value (Aaker, 1996; Berry, 2000; Dube & Shoemaker, 2000; Bai Changhong, Fan Patrick, Gan Yuan, 2002). Therefore, based on the user experience map to sort out the user's contact points in the whole service cycle, the service management blueprint of automobile brands is established, and six major automobile service management modules are summarized, aiming to help automobile brands understand the actual needs of users in the service process and grasp the core tasks of service management, so as to realize the efficient and scientific implementation of the brand's service related marketing, digitalization, dealership and other related organizations and departments. The study aims to achieve an

efficient and scientific implementation of the brand's management of service-related organizations and departments, such as marketing, digitalization, and dealerships.

2. Research Methods and Objectives

2.1. User Experience Map

The user experience map is a design method for sorting out user scenarios and experience problems. It is a visualization that shows what users do, think and feel in the process of going through a process, so as to have a more comprehensive understanding of the experience brought to users by the product and to discover areas that can be optimized. The study selects the user experience map to sort out service contact points, aiming to explore the behavior and emotions of consumers in their real experience around the whole cycle of the consumer service journey, and summaries consumer pain points, so as to ensure that the service content design based on this can accurately and effectively respond to consumer needs and improve consumer satisfaction with the services provided by automobile brands.

2.2. Service Blueprint

A service blueprint is a tool that accurately describes the service system, drawing on flowcharts to visualize the service by consistently describing the service delivery process, the service encounter, the roles of staff and customers and the tangible evidence of the service. The study is based on the combing of the full cycle of service contact points that automobile consumers receive from brands, and the service blueprint is selected for the combing of the full cycle of automobile service management system, with the aim of visualizing the location of the service system corresponding to each contact point that affects the consumer service experience, which is conducive to brands improving their existing service system to meet the actual needs of consumers and stakeholders, and also to ensure that the service management based on this It also ensures that the service management module built on this basis is comprehensive, practical and scientific, which can effectively optimize the brand service management process and enhance the efficiency of brand service management.

3. The Whole Cycle of Automobile Service Contact Combing and Service Content Design based on User Experience Map

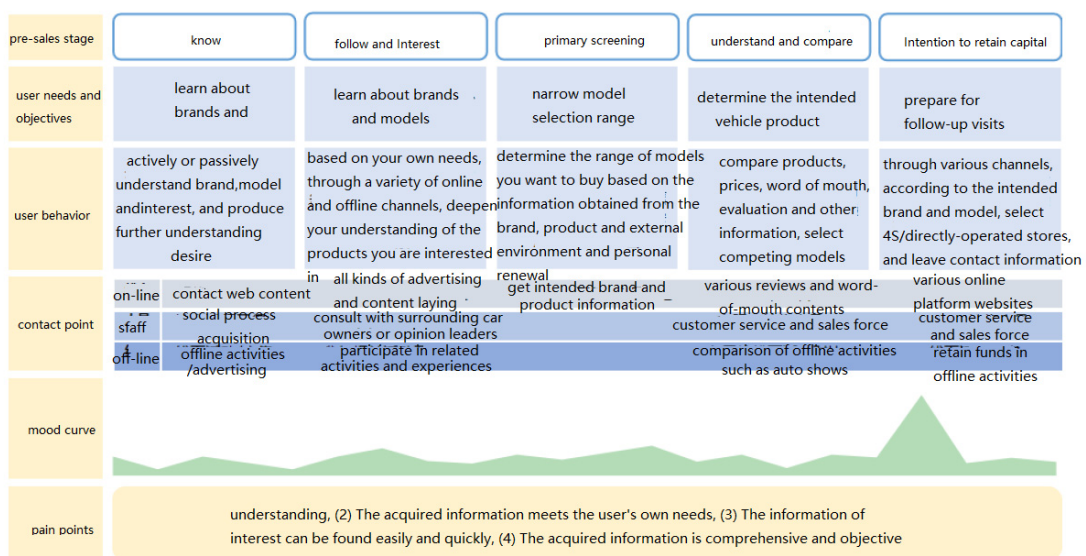


Fig 1. Automobile user experience map in pre-sales stage

The study uses the user experience map to sort out the service contact points of car consumers in the pre-sales phase, and proposes the design of service content at different points in the pre-sales phase based on each contact point and its corresponding user demand objectives.

① Knowledge. In online contact points, brands should focus on target user groups and use the technical capabilities of big data and machine algorithms to accurately deliver content through multiple online channels. The content should be clear and unambiguous, covering key information such as brands, models, and core points of interest, to stimulate consumers' desire to know more about them; they should pay attention to, guide and reward the recommendation behavior of car owners who have already purchased. In offline contact points, brands should focus on the core life scenarios and full interaction time of target users, and place content through offline channels. The content should be clear and explicit, covering key information such as brands, models, and core points of interest, to stimulate consumers' desire to know more.

② Attention and interest. In online contact points, brands should focus on target user groups and use the technical capabilities of big data and machine algorithms to accurately deliver interest-tracking content through online content output platforms; they should pay attention to mainstream media and KOLs in the automobile field, track developments, maintain good relationships and actively seek cooperation. In offline contact points, brands should focus on consumers' psychological needs, actively explore new models and methods for offline experience activities, focus on the output of brand concepts during activities, form brand memory points, devote themselves to bringing consumers a profound and satisfying experience, and actively participate in social, public welfare and other social activities.

③ Primary screening. Brands should pay attention to the accessibility of brand information on mainstream search engines and application platforms, pay attention to the clarity and accuracy of the content conveyed by the brand, accurately convey core consumer concern information such as model products and prices, official platforms, and channels to do a good job of product display and function point demand development and search engine marketing.

④ Understanding and comparison. In online contact points, brands should focus on brand feedback on mainstream measurement and evaluation channels, and put positive evaluation content on relevant channels; ensure the convenience of access to telephone and online consultation channels, improve the service awareness and capability of telephone and online consultation staff, and ensure customer satisfaction in pre-sales consultation sessions. In offline contact points, brands should participate in offline exhibition and sales activities such as auto shows, car tours and professional media test drives, focusing on the core competitiveness of product differentiation and the core needs of users to design activities and promotional programs to ensure the familiarity of exhibition and sales staff with the products and enhance their recommendation capabilities.

⑤ Intention to retain capital. In online contact points, brands should ensure the accessibility of users' consultation channels on official websites, official APPs and other official channels and mainstream information platforms; improve the quality-of-service personnel's capabilities to ensure the responsiveness, professionalism, and empathy of service personnel in handling and responding to consumers' intentional information. In offline contact points, brands should improve offline activities to tap into potential customer intent, improve attention and service to intending users, and activity service staff to do a good job of retaining capital for customers in a timely manner.

The study uses the user experience map to sort out the service contact points of automobile consumers in the mid-sales phase, and proposes the design of service content for each different point in the mid-sales phase around each contact point and its corresponding user demand objectives.

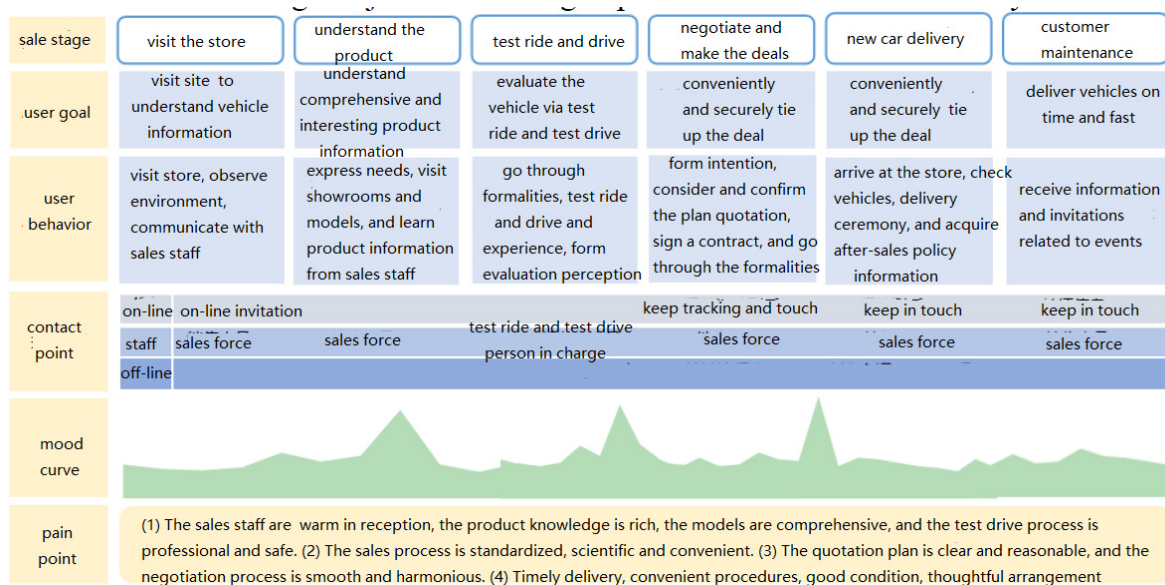


Fig 2. Automobile user experience map in the sale stage

① Fie inspection. In online contact points, the service staff of the brand dealership should track the dynamics of the intention of the customers to stay in the capital, invite them to the shop, greet them in advance before the shop visit, confirm the time to come to the shop, and ask about special needs. In offline contacts, the brand dealership business hours with the user, to ensure that the shop reception responsiveness, focus and coverage, focus on improving the sales staff's service attitude (enthusiasm, courtesy) and level (professional, thoughtful); should ensure that the shop inside and outside the integrated environmental environment of safety, hygiene, concern for consumers need the necessary functional space completeness, comfort and beauty, in line with the brand standardization norms.

② Understanding of products. Brand dealership sales staff around the consumer car needs, reasonable recommendation of models, easy to understand, real and detailed, patient and professional introduction of product knowledge, analysis of advantages and disadvantages, timely response to consumer queries, pay attention to the immediate changes in consumer demand and be flexible response; around the model market feedback and brand development needs, reasonable layout of the showroom and placement of vehicles, pay attention to the safety, hygiene, comfort, showroom environment We also pay attention to the safety, hygiene, comfort and aesthetics of the showroom environment and the hygiene and functional use of the vehicles on display.

③ Test drive. The service staff of the brand dealership took the initiative to provide test drive services, explaining the content of the agreement and the procedures, thoughtfully arranging the content of the test drive sessions, explaining and responding to consumers' queries appropriately during the process, ensuring sufficient time and consumers' experience; optimizing the process of test drive procedures, improving efficiency and convenience, saving time and energy for consumers, checking the condition of the test drive vehicles in advance, ensuring vehicle safety and The test drive process is optimized to improve efficiency and convenience, save time and effort for consumers, and check the condition of the test drive vehicle in advance to ensure its safety and normal use.

④ Negotiation of transactions. In online contacts, the service staff of the brand dealership should do a good job in tracking and contacting customers who have left the shop, responding to online enquiries in a timely and patient manner and actively facilitating the conclusion of transactions. In offline contact points, brand dealership service staff should actively respond to and patiently answer consumers' questions on vehicle configuration, payment methods, price

concessions, pick-up and other aspects, clearly explain the purchase series of written documents, ensure that the deal is reached, sign the contract, and reasonably recommend derivative solutions and supplies that meet consumers' needs; design the negotiation process around consumers' needs and psychological habits, ensure that the process is convenient and efficient, and give customers care. and give the customer care.

⑤ New car delivery. In online contact points, the brand's dealership service staff should maintain friendly contact with consumers during the period from contract signing to new car delivery, respond positively to consumer enquiries, and contact the dealership in advance of the delivery date to confirm the time of arrival and additional requirements. In offline contacts, the brand dealership service staff should warmly receive customers to the shop, professionally explain in detail the after-sales policy, service content and precautions, prepare customer delivery ceremony according to demand; ensure that the vehicle is in good condition for acceptance when the new car is delivered, focus on the punctuality of the delivery time and the quickness and convenience of the delivery process, saving customers' time and energy costs.

(6) Customer maintenance. Brand dealership service personnel should express concern to users and their car use through online channels after delivery; make good user return visits, pay attention to user feedback, and respond to new customer needs.

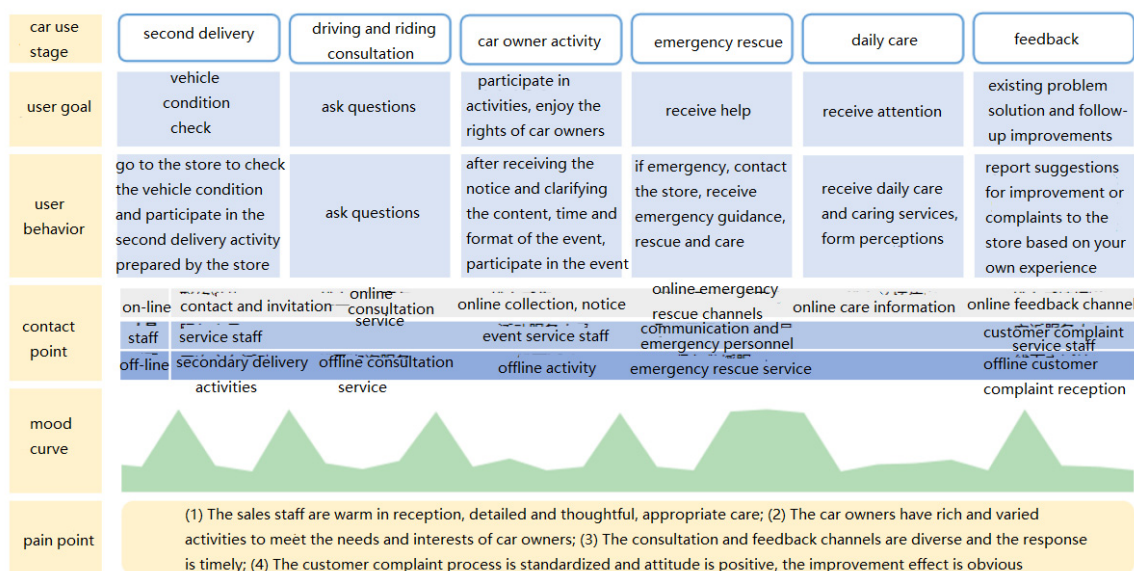


Fig 3. Automobile user experience map in the automobile-use phase

The study uses the user experience map to sort out the service contact points of automobile consumers in the automobile-use stage, and proposes the service content design at different points in the automobile-use stage around each contact point and its corresponding user demand target.

① Secondary delivery. In online contact points, the service staff of the brand dealership should contact the customer in advance of the secondary delivery activity to ask for demand points. In terms of offline contacts, the service staff of the brand dealership should receive the automobile owners warmly and politely, do a good job of vehicle protection and condition inspection in a considerate and meticulous manner, and respond to the automobile owners' questions professionally and patiently; according to the automobile owners' feedback needs, design and prepare secondary delivery activities such as automobile owners' seminars, focusing on the richness and practicality of the content, and the overall experience and psychological pleasure of the automobile owners in the process and atmosphere of the activities.

- ② Driving consultation. In terms of online contact points, service staff of brand dealerships should ensure the accessibility and convenience of online consultation channels, cover hot consultation periods for users, and focus on the responsiveness, empathy, and reliability of answering users' queries. For offline contact points, brands should pay attention to the responsiveness, empathy and reliability of their dealership service staff in answering users' queries.
- ③ Ownership activities. For online contact points, brands should solicit owners' opinions and needs for events through online channels, and invite them with advance notice before the event. In terms of offline contact points, the service staff of the brand dealership should warmly receive automobile owners who participate in the activities, pay attention to the participation and experience of automobile owners in the activities, and collect feedback from automobile owners; the brand should actively carry out automobile owner activities around the needs of automobile owners and brand image, pursue flexible and diverse forms of activities, cover online and offline, and the overall activities are in line with the brand tone, reflect the brand values, and enhance the sense of belonging and consistent resonance of automobile owners.
- ④ Emergency assistance. In terms of online contact points, brands should ensure the accessibility and convenience of online and telephone emergency assistance channels, and provide services 24 hours a day. In terms of offline contact points, the brand's dealership service staff should respond quickly and promptly to customer needs, focus on empathy, promote the development of emergency assistance services, ensure that emergency assistance services are efficiently implemented in the shortest possible time, and give professional guidance online while paying attention to emotional care.
- ⑤ Daily care. Brands should communicate care to automobile owners through online channels at specific points (holidays, owners' birthdays, anniversaries, etc.) and follow up on concerns during the maintenance or repair service period.
- ⑥ Feedback. In terms of online contact points, brands should ensure that online feedback channels for complaints are accessible and convenient; specifically train customer complaint service staff to listen carefully to customers' suggestions for complaints and improvements, and focus on responsiveness and empathy. In terms of offline contact points, the brand's dealership service staff should receive customers warmly and politely, and listen automobile fully to their feedback.

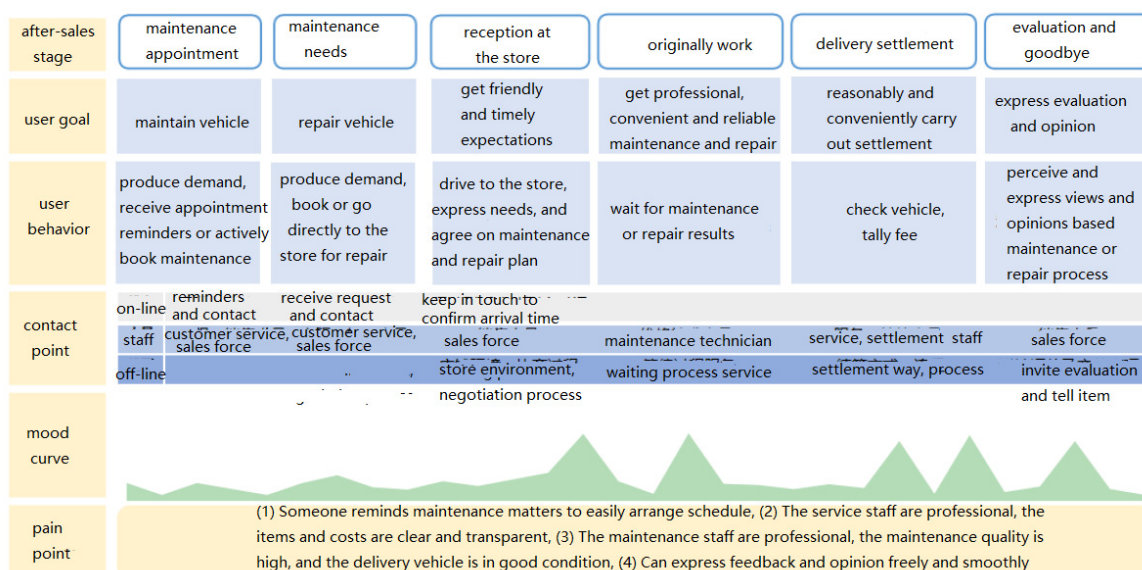


Fig 4. Automobile user experience map in the aftersales phase

The study uses the user experience map to sort out the service contact points of automobile consumers in the after-sales stage, and proposes the design of service content at different points in the after-sales stage around each contact point and its corresponding user demand objectives.

① Maintenance appointments. The service staff of the brand dealership should take the initiative to contact the customer before the maintenance time arrives, arrange the appointment time flexibly and reasonably, and communicate and understand the demand points in detail, and make a second appointment regarding time and important matters before the appointment time point.

② Repair needs. The brand should establish online maintenance appointment process and standards to ensure the accessibility and convenience of the channel. After receiving the customer demand submission, the service staff of the brand dealership should communicate and understand the user's vehicle fault situation, clarify the user's expectation, confirm the maintenance items and time, and promptly remind the maintenance appointment customers of the arrival time and arrangement before the approaching date; regularly contact the customers and ask them about their vehicle condition and needs.

③ Reception at the shop. The service staff of the brand dealership should actively receive customers, ask about the needs of customers who have not made an appointment, and the professional staff should actively carry out a circular vehicle inspection, check the basic vehicle condition and actively carry out a professional pre-inspection to detect the fault points and degree of the vehicle; the service staff should make a commission letter, clearly containing information such as fault points, repair methods and prices; the maintenance process should be reasonably planned and designed to enhance efficiency and ensure convenience and speed.

④ Artisanal operations. Brand dealerships should ensure the supply of high-quality spare parts, improve the professional and technical capabilities of maintenance technicians and their management capabilities, improve the accuracy of fault diagnosis, improve the efficiency of maintenance operations, ensure transparent operations throughout the process, do a good job of additional processing and preventive medical examination, and do their best to ensure quality assurance; provide customers with rest areas and corresponding services to enhance the sense of user waiting experience and satisfaction.

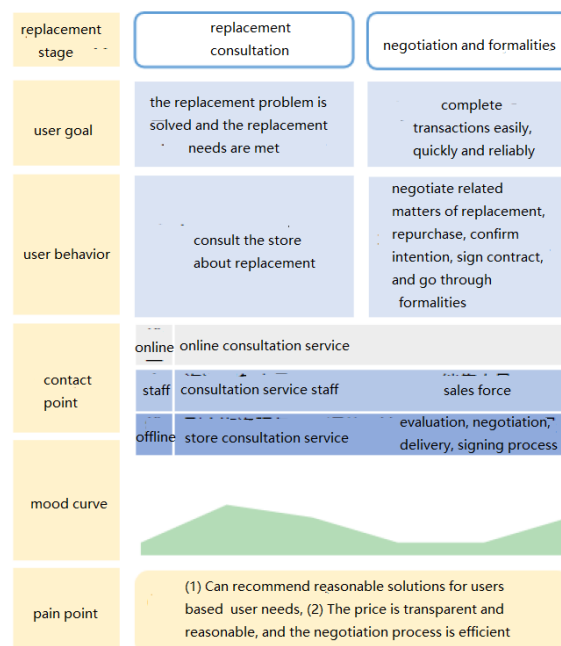


Fig 5. Automobile user experience map for the replacement phase

- ⑤ Settlement of vehicle delivery. Brand dealerships should show customers the content and results of repairs before delivery, to ensure that customer needs are met and satisfied; optimize the settlement process to ensure its efficiency, convenience, and speed.
- ⑥ Evaluation goodbyes. After the maintenance or repair work is completed, the service staff of the brand dealership should invite the customer to evaluate and give feedback on the content of the maintenance or repair service.

The study uses the user experience map to sort out the service contact points of automobile consumers in the replacement phase, and proposes the service content design at different points in the replacement phase based on each contact point and its corresponding user demand objectives.

① Replacement consultation. In terms of online contact points, brands should provide online replacement consultation services, ensure the convenience and accessibility of the channels, pay attention to the professionalism, responsiveness, and empathy of the consultation staff, and be able to reasonably recommend replacement models and financial solutions for users according to their needs and budgets. In terms of offline contact points, brands should provide offline dedicated trade-in advisory services, build a reserve of trade-in solutions in advance around the actual needs of customers, improve the trade-in service mechanism, focus on the professionalism, responsiveness, and empathy of the advisory service staff, and be able to reasonably recommend trade-in models and financial solutions for customers based on their needs and budgets.

② Negotiation and formalities. The brand should ensure that the negotiation and formalities process can achieve a reasonable evaluation of the price, ensure that it is open and transparent, in line with the market price or higher than the market average, optimize the process to ensure that the negotiation process is efficient and fast, optimize the delivery process and delivery formalities after the replacement to enhance customer intent and satisfaction, and build up a brand image of honesty and compliance through the signing of contracts that are clear and free from deception and that potential risks tend to be zeroed out. The brand image is built up through clear and risk-free contracting.

4. The Whole-cycle Management System of Automobile Service and the Construction of Service Management Module based on Service Blueprint

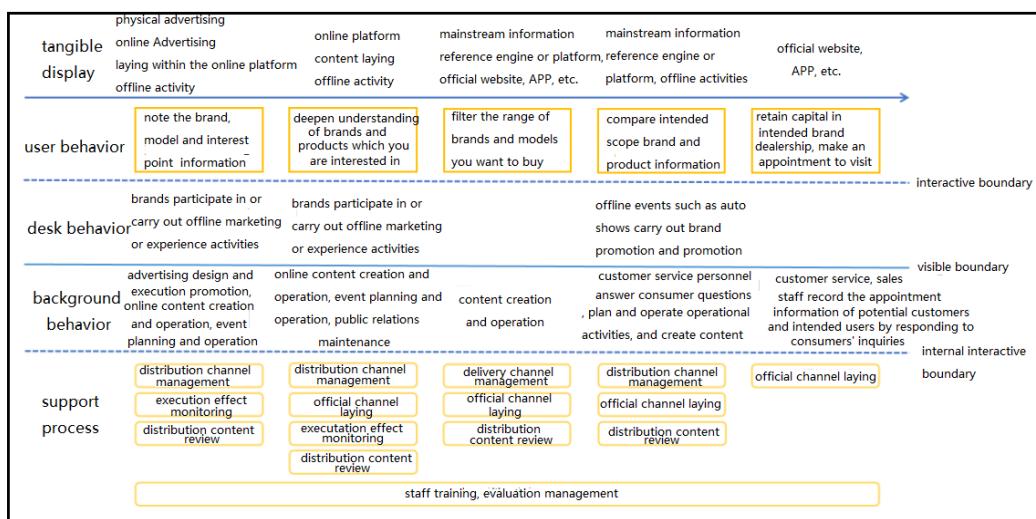


Fig 6. Blueprint of the automobile brand service in the pre-sales phase

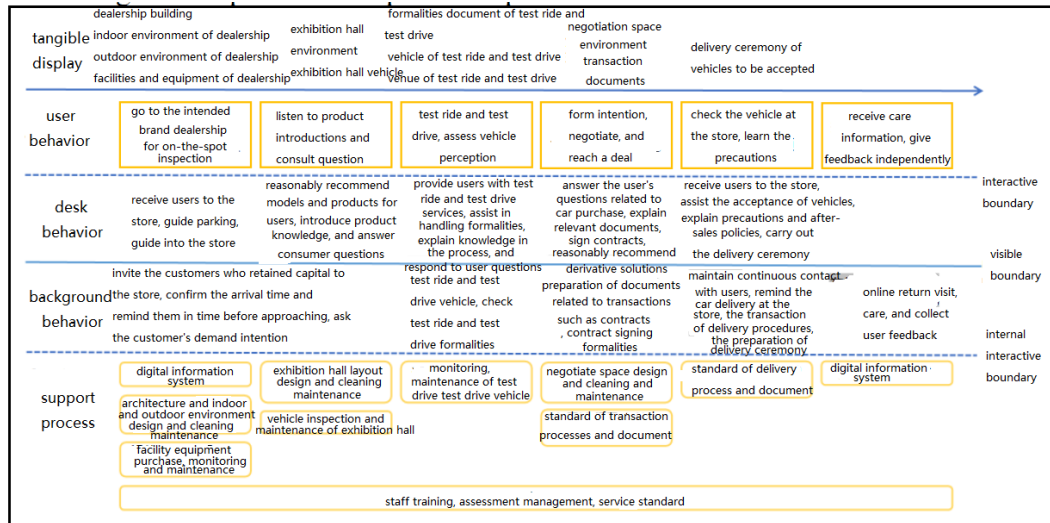


Fig 7. Blueprint of automobile brand service in the sales phase

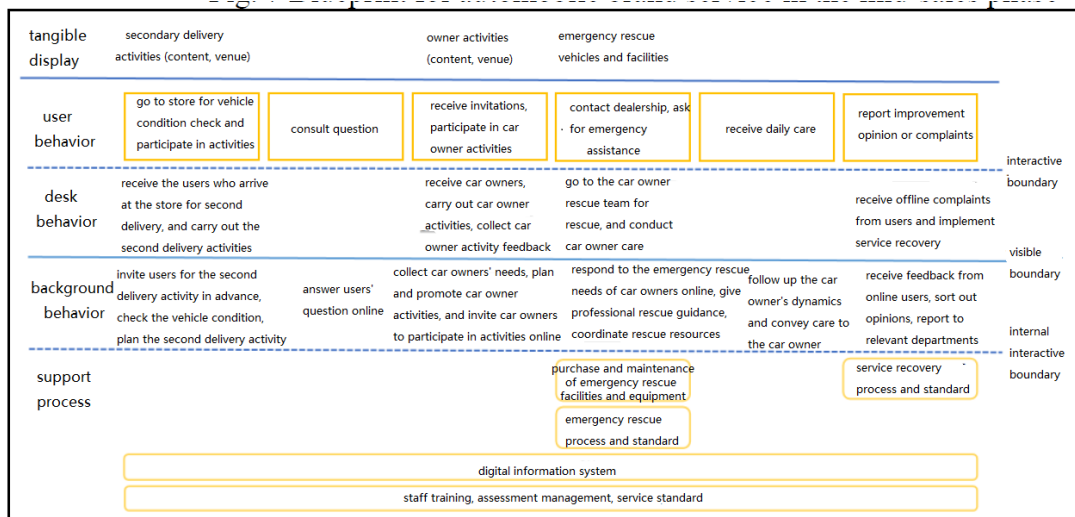


Fig 8. Blueprint for automobile brand service in the use phase

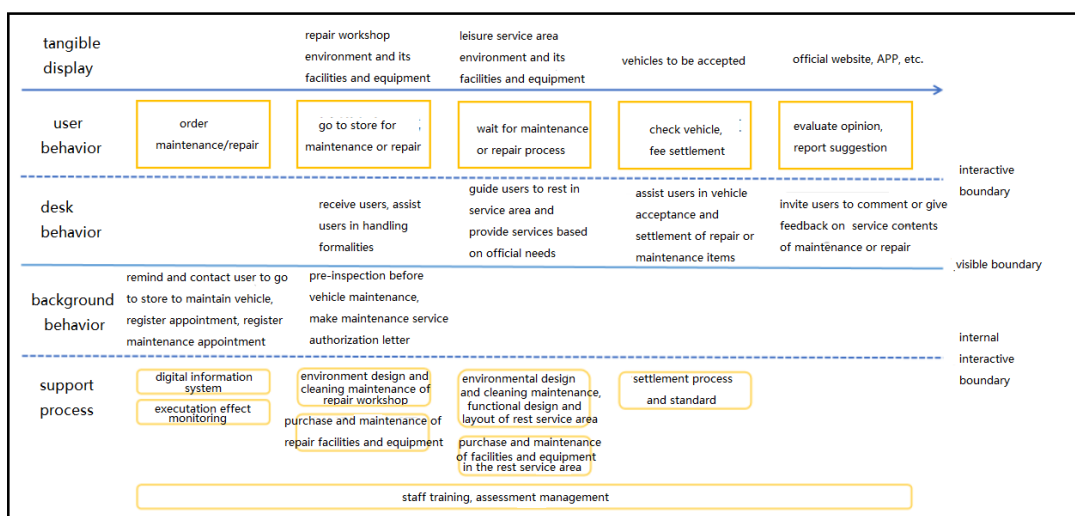


Fig 9. Blueprint of automobile brand services in the aftermarket phase

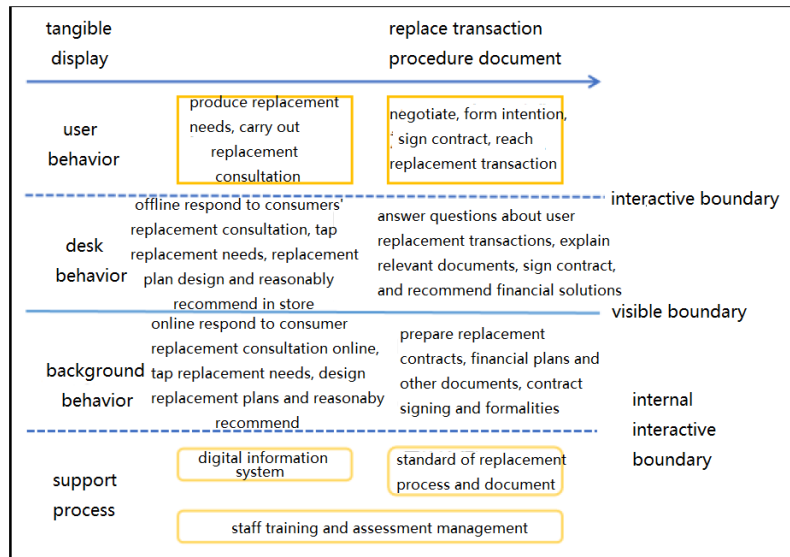


Fig 10. Brand service blueprint of the replacement phase

The study analyses the front and back-end service systems of the brand's service supply based on the combing of contact points in the whole cycle of interaction between consumers and the brand, and draws up a service blueprint for the brand's pre-sales, in-sales, in-use, after-sales, and replacement stages. What kind of support. In addition, by analyzing and summarizing the service blueprints of automobile brands at each stage, the study has compiled a six-module system for automobile brand service management, which aims to help brands improve their ability to support the provision of high-quality services from six major dimensions. The six management modules are: digital system management module, personnel management module, marketing and channel management module, process and standard management module, environment and space management module, and facility and equipment management module. Among them, the digital system management, personnel management and process and standard management modules cover all stages of the whole cycle of the automobile consumer service experience; the marketing and channel management module focuses on the pre-sales stage; the environment and space management module focus on the pre-sales, after-sales, and replacement stages; and the facilities and equipment management module focus on the in-sales, vehicle, and after-sales stages.

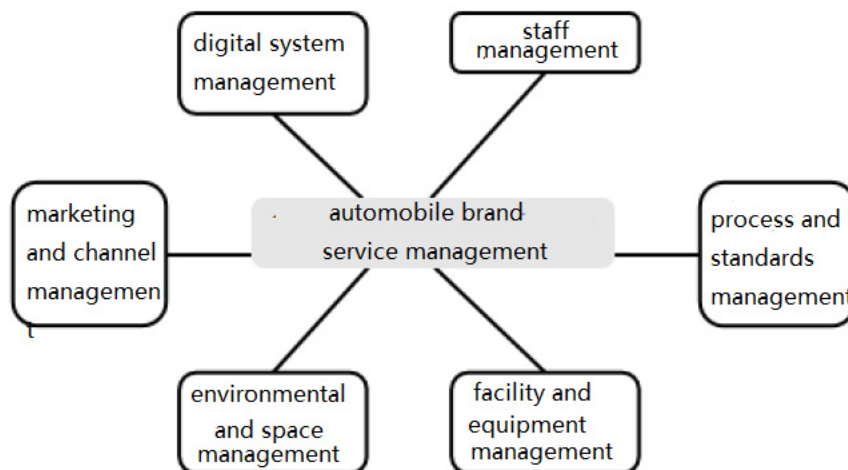


Fig 11. The six-module system of the automobile brand service management system

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