



CADILLAC MOMENTS

WE CREATE THE EXCEPTIONAL



AN EXPERIENCE WORTH SHARING | CADILLAC OF NOVI

OVERVIEW

In this case, the Cadillac Sales Consultant demonstrated a keen understanding of the connected customer phenomena. Even though his customer was 80 years old, he adhered to all the elements that make an exceptional vehicle orientation experience, including loading the myCadillac app on the customer's device.

THE GOAL

An exceptional vehicle orientation features an immaculate vehicle in which to coach the customer on the vehicle's technology in a personalized manner. Consider that 77 percent of U.S. adults own a smartphone today. That number jumps to 99 percent when you include all types of mobile phones (source: Pew Research Center). Chances are your customer is connected. Showing them how to connect to their new Cadillac will help strengthen the perception that your customer's vehicle is designed to meet the needs of their lifestyle.

THE CHALLENGE

Never make assumptions. Stay committed to creating an exceptional experience for connected customers by using the Cadillac DSA DeliveryAssistant, helping your customer enroll in OnStar, downloading the myCadillac app to their device and creating an Owner Center account. If the vehicle is equipped with the new Cadillac User Experience (CUE), also help create a profile for them.

THE OUTCOME

In this case, the Sales Consultant achieved exactly what we want – he created a lasting memory for his customer, who left feeling confident and exhilarated (target emotions). The customer confirmed that he couldn't wait to show his grandkids that he could start his car from his phone – an experience worth sharing.

NAVIGATION TIP: If document opened in a new tab, close tab to return to course. If document launched in the same window as course, use your browser's back button to return to the course.