

A Study on Innovation Strategies to Wards Post Sales Services with Reference to -Hyundai

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Abstract: *The study on innovative strategies towards after-sale support pertaining to Hyundai highlights the company's comprehensive approach to enhancing client contentment as well as loyalty through various innovative measures. Hyundai has implemented a multifaceted strategy that integrates advanced technologies, customer-centric services, and strategic partnerships to redefine the post-sales experience. Hyundai's Strategy 2025 roadmap is a cornerstone of its post-sales service innovation, focusing on transforming the company becoming a Provider of Smart Mobility Solutions. This strategy emphasizes the integration of Intelligent Mobility Equipment and Smart Mobility Services, aiming to offer personalized and seamless mobility experiences. Hyundai plans to leverage data analytics and car connectivity to provide tailored services, including maintenance, repair, financing, insurance, and charging, thereby enhancing customer value and satisfaction.*

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