

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.*

Keywords: Hyundai

I. INTRODUCTION

In the highly competitive automotive industry, post-sales service has emerged as a critical factor in determining client contentment as well as brand loyalty. Hyundai Motor Company, a world authority in the automobile sector, has recognized the importance of innovative post-sales service strategies to enhance customer experience and maintain a competitive edge. This study delves into the innovative strategies employed by Hyundai to revolutionize its post-sales service, focusing on the company's comprehensive approach to integrating advanced technologies, customer-centric services, and strategic partnerships.

- Hyundai Motor India Limited (HMIL) has a network of 1,550 service points across India. Here are some things to know about Hyundai's customer service
- Customer service: Hyundai's global vision is "Progress for Humanity". Hyundai is committed to creating sustainable solutions for everyone and improving society and communities.
- Customer satisfaction: A study found that 53% of respondents were extremely satisfied with Advait Hyundai services, while 44.5% were satisfied
- Hyundai Motor Company was founded in South Korea in 1947.

OBJECTIVES

- To study the current state of Hyundai's post-sales service.
- To analyze customer feedback and identify common issues.
- To ascertain the factors contributing to customer dissatisfaction.
- To comprehend the effects of service quality on customer loyalty.
- To probe the efficiency of existing service protocols.
- To observe the change in service caliber across different service centers.

II. LITERATURE REVIEW

1) Barney, J., & Tong, W.T. (2018): "The Role of Technology in Enhancing Post-Sales Service in the Automotive Industry"

The paper investigates the role of technology in improving post-sales service in the automotive industry, with an emphasis on Hyundai. It discusses application of telemetric, IOT, and AI-driven customer support systems. Findings show that these technologies announcement not only simplify

2) service operations but additionally offer a personalized customer experience, leading to increased customer loyalty.

Barnard, H. (2018): "Customer Satisfaction in Post-Sales Service: Comparison Analysis of Hyundai and Maruti Suzuki"

This comparative research looks at levels of consumer satisfaction in post-sales services rendered by Hyundai and Maruti Suzuki. Using surveys and interviews, the study finds that Hyundai's use of advanced diagnostic tools and efficient service processes leads to higher customer satisfaction compared to Maruti Suzuki. The research emphasizes the need for continuous innovation in post- sales services to maintain competitive advantage.

3) Vernon, R. (2022): "Sustainability in Post-Sales Service: The Case of Hyundai"

This study explores the integration of sustainability practices in Hyundai's post-sales service. It discusses the use of eco-friendly materials, energy-efficient service processes, and recycling programs. The findings suggest that sustainability initiatives enhance brand image and customer satisfaction, while also contributing to environmental conservation.

4) Abrami, M.R., Kirby, W.C., & McFarlan, F.W. (2018): "Innovative Post-Sales Service Strategies in the Indian Automotive Sector"

The study explores various innovative post-sales service strategies adopted by automotive companies in India, with a focus on Hyundai. It highlights the importance of relationship management with customers (CRM) systems, predictive maintenance, and mobile service units. The research concludes that these strategies significantly enhance customer satisfaction and loyalty, thereby improving the overall brand image.

III. RESEARCH METHODOLOGY

ANALYSIS

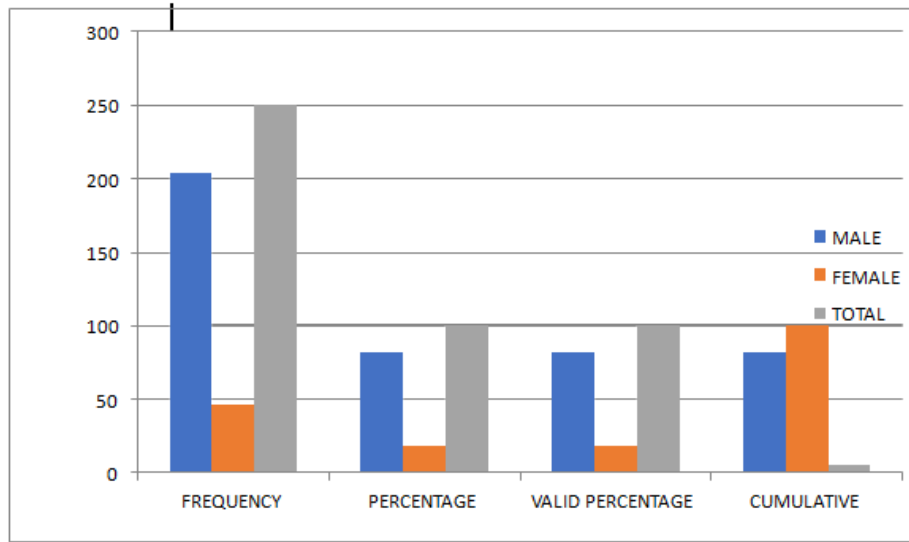
1. Gender

a) M

b) F

Table 1: Gender

		Frequency	Percent	Valid Percent	CumulativePercent
Valid	Male	204	81.6	81.6	81.6
	Female	46	18.4	18.4	100.0
	Total	250	100.0	100.0	

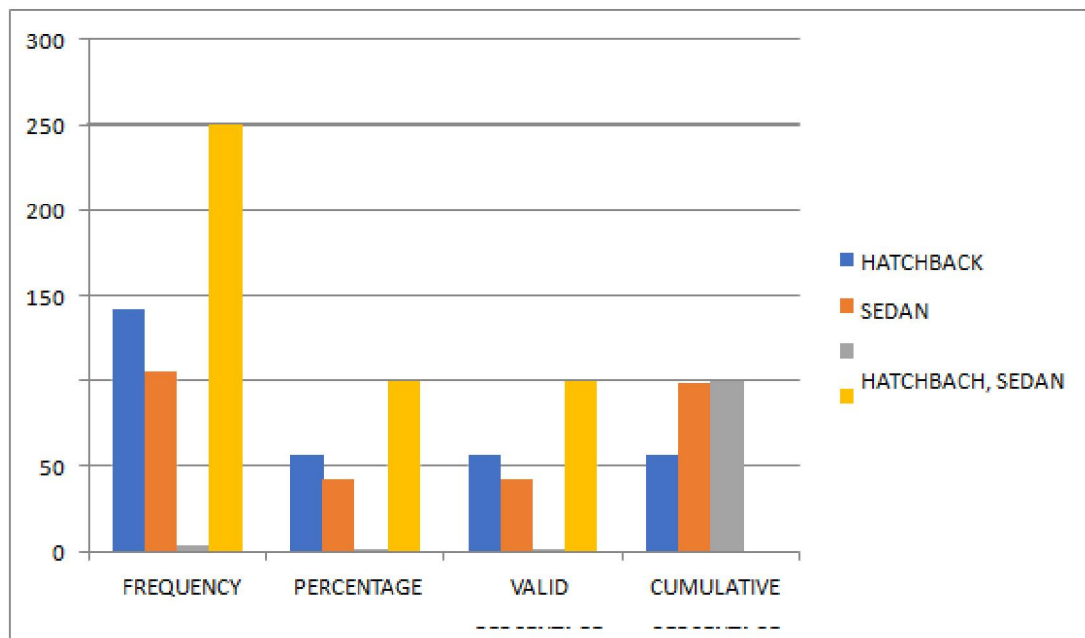


2. What type of HYUNDAI's car do you own?

- a) Hatchback
- b) Sedan

Table 2: Car Type

		Frequency	Percent	Valid Percent	CumulativePercent
Valid	Hatchback	142	56.8	56.8	56.8
	Sedan	105	42.0	42.0	98.8
	Hatchback,Sedan	3	1.2	1.2	100.0
	Total	250	100.0	100.0	

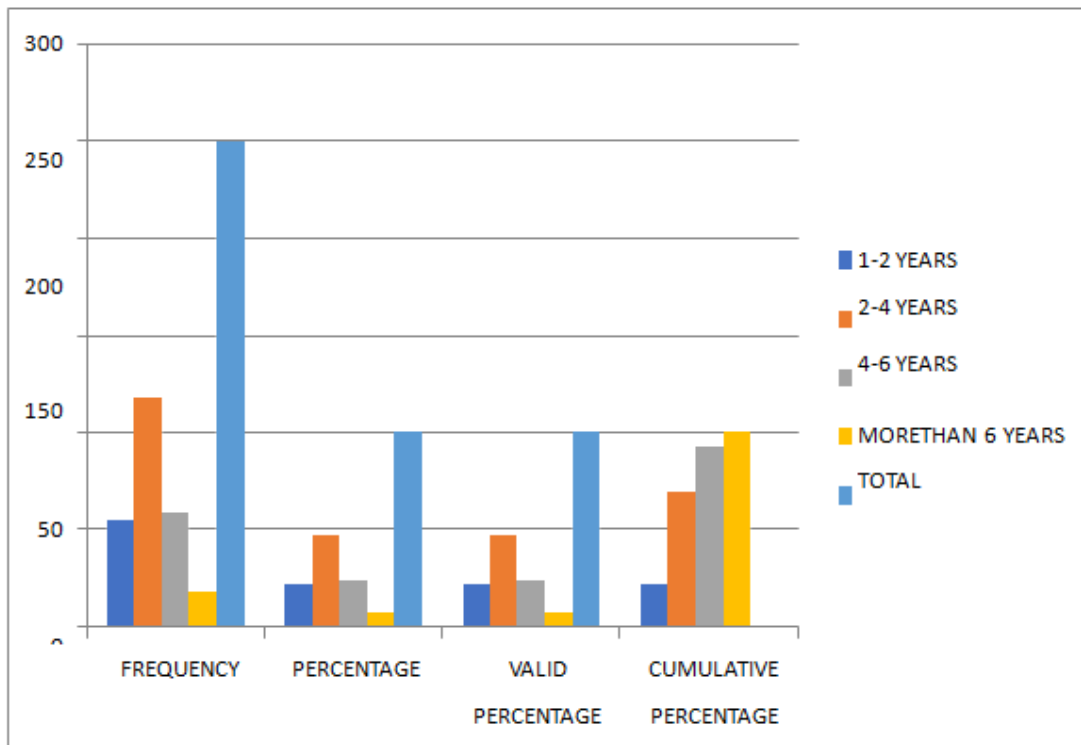


3. How much time did you spend driving this car?

- a. 1 - 2 ys
- b. 2 - 4 ys
- c. 4 - 6 ys
- d. More than 6 years

Table 4: Using since

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-2 years	55	22.0	22.0	22.0
	2-4 years	118	47.2	47.2	69.2
	4-6 years	59	23.6	23.6	92.8
	More than 6 years	18	7.2	7.2	100.0
	Total	250	100.0	100.0	



IV. FINDINGS

- According to the analysis out of 250 respondents 81.6% are male and remaining 18.6% are females.
- The average age of the respondents is 38.
- According to the above analysis out of 250 respondents, most of them owns only Hatchback i.e. 56.8%
- HYUNDAI does a very good job in reminding their customers about the service due date.
- Most of the customers were found having very less difficulty in booking a service appointment.

- The behavior of the service staffs is found satisfactory by most of the respondents.
- Most of the customers were satisfied with the facilities provided at customer lounge,

V. CONCLUSION

Following a quick examination and investigation on the subject of customer satisfaction with Hyundai's after-sales service, I have concluded that:

In general, the majority of clients are content with the post-purchase services of HYUNDAI.

- Most consumers said that HYUNDAI's service was satisfactory, which speaks highly of the company's quality of work
- Customers find that service staff members behave in a satisfactory manner since they are kind and kind to them.
- The majority of clients are pleased with the cutting-edge tools and technology that Hyundai uses to assist their clients.
- The majority of consumers are happy with Hyundai vehicles because they provide good after-sale support.

VI. LIMITATIONS OF THE INVESTIGATION

- Restricted to 100 responses as a sample size, which might not represent the entire customer base.
- Limited geographical scope, focusing on major urban centers.
- Limited by the post-sales service experience, excluding other aspects of customer interaction.
- Limited by the precision and honesty of respondent feedback.
- Limited by the availability of secondary data relevant to the specific issues identified.
- Limited by the potential bias in self-reported data from surveys and focus group

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