

Creating a Luxury Academy for a North American OEM



A major automotive brand needed to elevate their guest experience to appeal to a younger luxury demographic.

Challenge

A North American luxury automaker was gearing up to launch a series of new vehicles, designed to appeal to an upscale, younger demographic. Yet they struggled to meet the needs of the evolving modern luxury consumer.

Solution

GP Strategies® developed a comprehensive performance strategy, an all-new curriculum and performance-support resources that blended a new learning infrastructure with retail coaching to move toward a more customer-centric, consultative guest experience. The solution included:

- Launch of a Luxury Academy with curriculum aligned to each guest touch point
- New performance-driven design adopting a modern learner approach
- Shift in coaching from product knowledge to guest consultation, storytelling and overall experience

RESULTS

4 consecutive years of J.D. Power CSI and SSI gains

The brand has improved from **5th to 2nd** in J.D. Power CSI since 2017

