

Q&A

Lincoln Pickup and Delivery service sets new bar for customer experience

July 20, 2016



Lincoln Continental

By STAFF REPORTS

Ford Motor Co. aims to up the experiential ante in the auto space by launching a new standard pickup and delivery service for all its 2017 Lincoln models as it tries to seize more ground in the luxury market.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The endeavor is positioned as a key marker of difference between Lincoln and all other cars in its class as they chase the same discerning customer. Pressing its advantage in a luxury auto market that is down 2 percent is key as Lincoln preps the market for the return of its flagship Continental sedan.

"Time is our clients' biggest luxury," said Andrew Frick, North America sales and service operations manager at Lincoln Motor Co., Dearborn, MI. "It is what they value most.

"By allowing clients to service their vehicle on their schedule, when they need it, where they need it, Lincoln is saving the client's time," he said.

In this interview with Mr. Frick and Pam Danziger, president of **Unity Marketing** and Lincoln consultant, they discuss Lincoln Motor Co.'s customer experience initiatives, why this pickup and delivery service is different, The Lincoln Way and what is next for the car brand. Please read on:

What spurred the launch of pickup and delivery for Lincoln?

Andrew Frick: Lincoln's quest is to create warm, human, personally crafted experiences for our customers in everything we do, delivering an elevated client experience to match our unique luxury products.

Since **Lincoln** began its journey in 2012, we have delivered on the product excellence piece, introducing four all-new vehicles in four years, establishing a dealer network in China, and continuing to build awareness and increased volume for our brand and products.

Beyond product, Lincoln has always said the client experience is equally important and our commitment to that goal remains.

So we focused on what luxury clients value most, which is being respectful of their time.

We recently announced an industry-first pickup and delivery service, making Lincoln the only luxury auto manufacturer to nationally offer a standard vehicle pickup and delivery service.

Pam Danziger: Luxury customers today take luxury features for granted when they step up to buying a high-end vehicle. Lincoln delivers on that, but what really sets a luxury brand apart from the rest is a true luxury service experience.

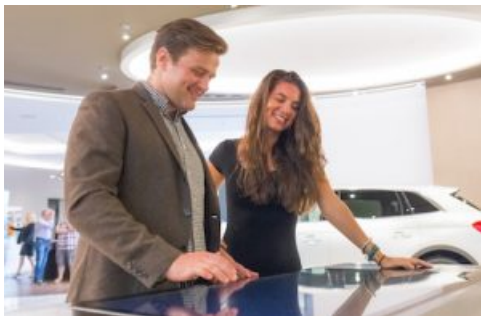
The new pickup and delivery service provides luxury to the Lincoln clients not just before and during the buying process, but afterwards throughout the lifetime of their car.

Who does Lincoln Pickup and Delivery target?

Mr. Frick: Lincoln's Pickup and Delivery service is based on a very simple customer insight. Time is our clients' biggest luxury. It is what they value most. By allowing clients to service their vehicle on their schedule, when they need it, where they need it, Lincoln is saving the client's time.

Whenever a client needs to have the vehicle serviced, a Lincoln Service Valet will pick up the client's vehicle at an agreed location, provide a Lincoln loaner and take the client's vehicle to the dealership.

That means, if you are at the office or the home, Lincoln will pick up your vehicle for service, bring you a complimentary Lincoln loaner, and via text and phone call, schedule to return your vehicle to a location on your timing and your terms.



Lincoln customer interaction

Ms. Danziger: What is distinctive about Lincoln's Pickup and Delivery service is that it is offered across the entire range of Lincoln 2017 models nationwide. That is what makes the pickup and delivery service so special. All its clients can enjoy the same level of exceptional service.

If raising the bar on customer service is the objective here, why haven't other automakers offered a similar benefit to their well-off customers?

Mr. Frick: Implementing a service like pickup and delivery may sound easy, but in reality it takes a considerable investment of resources, beyond just financial.

Ensuring a driver reaches the client at the exact time requested requires a well-tuned dispatch system with a trained network of drivers, something that isn't achieved overnight.

Lincoln piloted the program for over a year before we decided to roll the service out nationwide.

In the pilot program, Lincoln conducted over 5,000 pickup and deliveries and the results were fantastic.

On average, the service saved clients two hours of drive time, with 96 percent of users saying the service was easy to use and 98 percent recommending Lincoln and the service to a friend.

This is The Lincoln Way elevated client experience we aspire to deliver. Warm, human, personally crafted solutions that deliver time-savings and effortless results to each Lincoln customer.

Ms. Danziger: That is a question better asked of all those other companies.

What's clear is Lincoln isn't the first luxury automaker to recognize its luxury clients expect exceptional service before, during and after the sale. But Lincoln is the first to deliver on those heightened customer expectations in today's luxury market.

How does Lincoln's approach for its Continental model differ from other automakers' take on meeting a new level of personal service?

Mr. Frick: The Lincoln Way delivers an effortless, human, personal service experience in every client interaction.

Take Pickup and Delivery. We are the first and only luxury automaker to deliver this service nationwide across all 2017 models. It's not just for priority clients, starting with the 2017 models, it's available for all customers.

The Lincoln Way is our commitment to elevating and personalizing the customer experience.

The opening of our first-ever Lincoln Experience Center in Newport Beach, CA, is truly the embodiment of that. It's a unique environment for guests to experience, engage and become immersed in Lincoln.

Guests can sit in a vehicle, get a glimpse at some of the inspiration behind the scenes of the product materials and technologies, and experience the Revel Sound System or Black Label in dedicated spaces.

Beyond product, the Lincoln Experience Center is also about building community and providing a home for authentic, luxury events and enriching activities that will appeal to current and future Lincoln owners.

We are working with community leaders to develop event calendars with experiences that reflect the Lincoln brand, as well as the interests our clients are passionate about like art, culinary and design.



Lincoln showroom

Who does the Lincoln Continental target? Which cars are in its competitive set?

Mr. Frick: Continental marks the return of Lincoln's flagship, an elegant, effortlessly powerful, serene full-size sedan that delivers quiet luxury to the industry's most discerning customers.

The full-size sedan is designed to appeal to luxury clients who define luxury on their own terms prioritizing superior quality, craftsmanship, safety and individual experiences.

Effortless power technologies put the driver in control creating an exhilarating drive experience. The all-new Lincoln-exclusive 3.0-liter V6 engine with twin turbochargers that produces a projected 400 horsepower and 400lb.-ft. of torque is designed for smooth, responsive, yet quiet power.

Continental's available all-wheel-drive system is paired with Dynamic Torque Vectoring that transfers torque on demand to the appropriate rear wheel when driving through corners, providing confident handling and stability.

Continental's Perfect Position seating is a great example of how a vehicle can give you a personally crafted experience.

The seat adapts 30 ways, including individual thigh bolsters. We all sit at different angles in the vehicle. If you can adjust the seating to perfectly fit your preferred positioning, then it creates more comfort and limits driver fatigue. That is a personally crafted experience with something like a seat, which most take for granted.

Lincoln Drive Control provides the driver a choice of three settings comfort, normal and sport adapting steering and suspension settings to tailor ride and handling. Available adaptive steering helps optimize steering response, enabling the vehicle to react more smoothly and precisely to driver input.

Ms. Danziger: Today's luxury consumers, especially the emerging young HENRYs high-earners-not-rich-yet customers who are the future of luxury market don't want their father's or grandfather's luxury. They want their own.

The new Lincoln Continental is a model for the new class of discerning car buyers who value luxury in a brand new style.

Andrew Frick says the large sedan segment is an important segment for all luxury brands, making it an incredibly competitive class.

What else is Ford doing to position the Lincoln Continental as a vehicle of choice for upscale consumers?

Mr. Frick: Lincoln is primed for success with the luxury customer. With the luxury car industry down approximately 2

percent, Lincoln continues to show strong momentum with sales up 13 percent.

Lincoln sales have been up for six straight months. This gives us confidence in our approach of delivering product excellence and a best-in-class client experience.

A strong flagship vehicle, which we have in Continental, is key to that strategy. And with over 48,000 Continental hand raisers to date, the vehicle is positively resonating with the upscale consumer.

The other key to that strategy is the client experience, which we continue to elevate with The Lincoln Way.

The addition of new client experiences like Lincoln Pickup and Delivery and the Lincoln Experience Center paired with existing client benefits like The Lincoln Concierge, Black Label and Date Night come at the perfect time for Lincoln as it prepares to launch the much-anticipated all-new Lincoln Continental.

What is its price?

Mr. Frick: Lincoln Continental starting MSRP is \$45,485.

Ms. Danziger: That's a price point that hits the sweet spot for both the traditional luxury customers and the emerging HENRYs.

How does Lincoln ensure that this model doesn't end up being a limo?

Mr. Frick: We are delivering a best-in-class vehicle that delivers an elegant design, effortless power and serenity for the driver and passengers.

While much attention has been paid to the passenger experience with superior rear seat amenities, the performance and technology features were designed for the auto enthusiast who is looking for an elevated driving experience.

The Continental features a new Lincoln-exclusive 3.0-liter V6 twin turbo charged engine, all-new dynamic torque vectoring control with AWD and adaptive steering. It has three driving modes normal, sport and comfort so you can choose your type of drive.

Enhanced driver assistance technologies include pre-collision assist with pedestrian protection, 360-degree camera and adaptive cruise control with stop and go.

What kind of marketing will Lincoln offer as support for its Pickup and Delivery service?

Mr. Frick: We have a few ideas in the works that will support the program roll out in September.

What next for Lincoln?

Mr. Frick: As we continue to elevate The Lincoln Way client experience, you'll see a common theme in everything we do: an effortless, human, personal service experience that saves our clients time.

Future initiatives include the announcement of a second Lincoln Experience Center, the introduction of new client services, including new luxury mobility services, and the launch of a new Lincoln app to provide easier access to exclusive services.

Ms. Danziger: Lincoln is committed to delivering luxury to clients throughout the entire lifecycle of the car.

The Lincoln Way is a personal, customized level of service and support that goes far beyond just luxury features and benefits of its car models.

Too many luxury brands think that brand loyalty is a rationale, quantifiable construct measured by points and rewards.

Lincoln is one of the few that realize brand loyalty is emotionally based and is created by emotionally satisfying experiences with the brand before, during and after the sale.

Lincoln is connecting emotionally with its customers through person-to-person experiences that make the brand memorable.