

AUTOMOTIVE

Audi turns to messaging app to enhance e-tron service

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E-tron drivers can reach service experts through WhatsApp. Image credit: Audi UK

By STAFF REPORTS

German automaker Audi is leveraging WhatsApp to give personalized service to e-tron owners in the United Kingdom.

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Through Concierge Service on WhatsApp, customers can reach specially trained electric vehicle experts seven days a week with questions about their e-trons. By making the service available on WhatsApp rather than a separate mobile application, Audi makes it more accessible as drivers manage the switch from conventional cars to EVs.

E-tron concierge

On WhatsApp, e-tron owners can expect to receive expert answers within minutes between the hours of 8:00 a.m. and 9:00 p.m., seven days a week. Another advantage of the service is that customers can add photos, videos and voice recordings to their individual inquiries.

Since the rollout began in late September, drivers have asked the concierge team about access to charging points, vehicle accessories, winter tires and other EV information.



The Audi e-tron. Image credit: Audi

"We fully understand that making the transition to a fully electric car can potentially give rise to new questions that may not have been considered before, and therefore an appropriately user-focused option was required," said Andrew Doyle, director of Audi UK, in a statement. "We also know that our e-tron customers are always switched on and appreciate the added convenience its many digital services such as Amazon Alexa, natural language voice control and the myAudi app already offer, which is why the e-tron Concierge is an ideal extension of that hassle-free approach to communication outside of the car."

Luxury automakers are looking for ways to incorporate mobile technology beyond the dealership experience.

This fall, U.S. automaker Lincoln introduced an enhanced loyalty program as an extension of its commitment to hospitality.

Through Lincoln Access Rewards, owners and lessees can earn points by scheduling services with Lincoln's mobile application to be used on future maintenance or unique client experience. Drivers earn points by using the Lincoln Way app to schedule services ([see story](#)).

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