

AUTOMOTIVE

Genesis introduces at-home car shopping service to further personalize customer relationship

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The Genesis Concierge can even arrange to have a new Genesis delivered to customers, mimicking practices in the luxury retail business. Image courtesy of Genesis Motor North America

By LUXURY DAILY NEWS SERVICE

Genesis Motor America has debuted an at-home car shopping service as it seeks to create a bespoke guest experience in this emerging era of social distancing and home quarantines to protect against the COVID-19 coronavirus outbreak.

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Called Genesis Concierge, the service offers customers their own personal shopper to serve as a host and guide through the process of shopping and buying a new Genesis car.

"Genesis Concierge is a tailored service that delivers a new level of personalized luxury, because we are committed to delivering an experience that satisfies our customers on their terms, not ours," said Mark Del Rosso, president/CEO of Fountain Valley, CA-based Genesis Motor North America, in a statement.

"As with our Service Valet owner amenity, utilized by 90 percent of Genesis owners, Genesis Concierge shows we have great respect for our customers' ultimate luxury their time," he said.

Genesis is South Korean automaker Hyundai Motor's luxury marque.



The 2021 Genesis G80 sedan. Image courtesy of Genesis Motor North America

Point person

The Genesis Concierge service includes the option of at-home test drives and delivery at a location of the customer's choice from participating Genesis dealers.

Genesis' personal shopper will be involved in every touch point of a guest's experience, from the initial welcome to setting up final retail vehicle delivery, the company said.

The program works with Genesis' digital portals. Once the prospect shows interest, a concierge will contact via phone call, text or email, depending on the guest's preference.

Thereafter, the personal shopper acts as a shopping guide, answering questions about brand models and packages, explaining the complimentary suite of services offered, and directly interfacing with the dealer.



The 2021 Genesis GV80 is Genesis' first SUV. Image courtesy of Genesis Motor North America. Photo: James Lipman/ jameslipman.com

THE DEALER is not cut out of the loop.

Indeed, the Genesis Concierge is meant to boost the customer's relationship with the dealer.

That said, the concierge will be the primary contact for customer questions or concerns, and follow up even after the vehicle is delivered.