

Bmw of minnetonka essay



**ASSIGN
BUSTER**

Is a well renowned automotive dealership that I have selected to write about. The company is owned by (TCA) Twin Cities Automotive group. The value discipline that we operate under is customer intimacy. I have been working here under management as an assistant for over three years now.

BMW of Minnetonka has maintained its customer intimacy through the four C's, target marketing, and ultimately the customer experience. These three key points have been the centralized focus for the company's ongoing success with its customers. The four C's include customer solution, customer cost, convenience, and communication. Customer solution is vital within the company because we strive hard to find out the wants and needs are of our customers.

Once we find out the needs of our customers, we work hard towards fulfilling them in order to keep them happy and well satisfied. Convenience is key when selling high-end vehicles to customers. One of our goals is to adhere to our customer's busy schedules. We do this by allowing customers to set up scheduled appointments with our client advisors at their convenience. We have set up this system for both the sales and service. By doing so, this has allowed us to gain incredible customer satisfaction.

Our communication between our customers and staff is something that we have taken a lot of pride in. It is through communication where our staff develops relationships with our customers. We do this by taking time with each customer that walks in the door, whether they are there to make a purchase or to ask a simple question. This includes being available to solve issues with angry customers or simply educating them on our product. Our

staff is well advised that proper communication with our customers is the key component to a great customer experience.

Customer cost is also another important component we value. Having a variety of vehicles at different costs allows us to be flexible and meet the needs of the customer. Another component that we offer is being able to build the vehicle of your choice. This means that customers have the option to select specific add-ons, allowing them to meet their financial needs.

Target marketing has played a large role in generating customer intimacy. Most companies promote their products by simple marketing strategies such as advertising via web, mail, commercials, and publications. We also use these marketing strategies. We have also expanded our marketing efforts by hosting for non-profit charity events, driving clubs, blood drives, black tie events, and luncheons to show customer appreciation.

All of these marketing strategies have allowed us to bring in a variety of customers. This includes customers of all ages, genders, races, and all different classes of financial backgrounds. As for every company, it is our goal to find a niche market for our product. Yet, we do not just limit our marketing to 'individuals of the wealthy upper class.

We use this approach because it allows us to direct more traffic in the store, which in turn helps generate a larger customer base. One of the most important components in our target marketing, is having been able to maintain a positive image within the community. BMW of Minnetonka has many goals, as do many other companies. Our main goal is to achieve customer intimacy through the ultimate customer experience. One of the

ways we have tried to create this experience is through the amenities and building stats.

The amenities include two escaladers, movie theatre, two indoor children's play areas, business clubroom, complimentary shoeshine service, and a bistro offering plenty of refreshments. All of this is aspiring to customers that are waiting patiently for their vehicles, or simply for those who just want to come in and check out what we have to offer. The building stats measure more than 230, 000 square feet. We offer the world's largest indoor showroom. The building itself was built as a marketing icon. The size itself was one way they hoped to spark curiosity amongst possible future customers driving by.

BMW of Minnetonka has received the "Center of Excellence" award two years in a row. Without the ultimate customer experience we would not have received this award. The center of excellence award signifies ultimate customer satisfaction, outstanding brand representation, and operational excellence. BMW of Minnetonka is a well renowned automotive dealership. The company has maintained its customer intimacy through the four C's, target marketing, and ultimately the customer experience.

These three key points have been the centralized focus for the company's ongoing success with its customer intimacy. The four C's include customer solution, customer cost, convenience, and communication. Target marketing has also played a large role in generating customer intimacy. BMW of Minnetonka has many goals, as do many other companies, yet our main goal is to achieve customer intimacy through the ultimate customer experience.

Without the ultimate customer experience BMW of Minnetonka would not have received the “ Center of Excellence” award two years in a row.