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Customer Experience and Leadership Development in the Modern Luxury Car Industry

CONFERENCE ABSTRACT

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Abstract

This project observes how customer experience has become one of the most important factors in the modern car industry, especially in luxury dealerships. Today, selling a car is not just about the product itself– it is also about how the customer feels throughout the entire process. To better understand this, I used my internship at Bilia Insignia as a hands-on case study, combined with an interview with a manager and feedback from customer reviews. During my internship, I observed and participated in a variety of tasks, including preparing cars for delivery, assisting customers in the showroom, answering calls, and helping with internal logistics. These experiences gave me insight into how service quality, the dealership environment, leadership, and the use of digital tools work together to foster a positive experience for customers. The study shows that even small details, like how welcoming the staff are or how organized the showroom is, can make a big difference in customer satisfaction and loyalty. By combining personal experience with research and customer feedback, this project highlights the importance of creating a memorable, high-quality customer experience in a luxury setting. It also shows how practical skills and good communication are essential for professional growth in the automotive

industry. Overall, this project emphasizes that in today's competitive market, a strong focus on customer experience can be just as important as the product itself in building trust, loyalty, and long-term success.

Keywords: leadership, automotive dealerships