

Customer focus

Redefining customer centricity

At Hyundai Motor India, customer satisfaction is the bedrock of our enduring success. As a dominant force in India’s passenger vehicle market Industry, we recognize that cultivating customer trust, loyalty, and engagement is paramount. Guided by our core value of ‘Customer First’, we have redefined the customer experience, integrating empathy, innovation, and responsiveness into every interaction.

Our extensive national footprint, encompassing 1,419 sales outlets and 1,606 service touchpoints, allows us to understand the varied customer expectations across India’s diverse geographies and demographics. This widespread network supports a robust customer satisfaction framework, ensuring a consistent, high-quality ownership journey.

Listening to our customers

Central to Hyundai India’s customer-centric ecosystem is a sophisticated, multi-channel query/feedback and complaint management system. Accessible via our official website, toll-free helpline, and social media platforms, this system facilitates easy and prompt customer feedback. These channels are reinforced by a structured grievance redressal process with clear escalation protocols, guaranteeing timely and effective issue resolution and underscoring Hyundai India’s commitment to transparency and accountability.

We proactively listen to our customers. Through digital inbound and outbound feedback mechanisms, we continuously assess ‘Customer Delight Levels’. These structured feedback loops provide actionable insights directly from customers. Every interaction feedback, complaint, and compliment undergoes rigorous analysis, translating into measurable improvements across policy frameworks, operational processes, and customer experience management.



Elevating customer satisfaction

In addition to internal feedback systems, Hyundai regularly conducts surveys through an External agency to track and improve its Brand Net Promoter Score (NPS). By combining insights from both internal and external feedback, Hyundai Motor India Ltd. gains a well-rounded view of customer expectations, helping tailor services and experience for more effective and innovative service delivery.

One of Hyundai’s notable service delivery is the Smart Pick & Drop service—an industry-leading, fully digital solution that delivers transparency, convenience, and complete peace of mind. This initiative simplifies vehicle servicing, allowing customers to schedule vehicle pick-up and drop-off with ease. Uniquely, the service includes industry-first transit insurance, ensuring vehicle safety during transit for Pick & Drop service and building confidence in the process. This service exemplifies Hyundai’s customer first approach: intuitive, digitalized, and worry-free.

Elevating experience with digitalization

Hyundai’s broader digital transformation journey significantly elevates the customer experience. Recognizing the digital shift in consumer behavior, Hyundai Motor India Ltd. has adopted next-generation technologies to make vehicle ownership smoother, smarter, and more connected. Predictive maintenance anticipates vehicle needs, ensuring greater uptime and reliability. Our adoption of paperless transactions streamlines the service journey, reducing time and environmental impact. WhatsApp-based updates keep customers informed throughout their service experience—from appointment confirmations and job card details to estimated delivery times and completion status. These digital interventions empower the customer. Through real-time alerts, personalized service recommendations, and frictionless appointment booking, Hyundai enables customers to control their ownership journey.

Personalized approach at scale

What distinguishes us is our ability to blend scale with personalization. Even while servicing millions of vehicles across India, we treat every customer as unique, acknowledging their distinct needs and preferences. This philosophy permeates all touchpoints, from digital platform design and dealership staff training to post-sale engagement programs.

In an era where consumers seek meaningful experiences, responsive support, and authentic relationships, Hyundai Motor India redefines customer engagement standards. By harmonizing technology, human touch, and operational excellence, we exceed expectations.

Our ‘Customer First’ vision will continue to guide our strategies and innovations. In doing so, Hyundai Motor India cultivates more than satisfied customers – we foster loyal brand advocates who champion trust, quality, and care.

Hyundai Promise

A healthy and expanding pre-owned car business remains a key driver for new car sales through trade-in transactions. At HMIL, we have an established ‘Hyundai Promise’ program, which facilitates the seamless sourcing and resale of pre-owned passenger vehicles, through our authorized dealer network. As of March 31, 2025, the program expanded to include 626 dealer outlets across 364 cities and towns, strengthening the brand’s presence nationwide.

HMIL’s certified pre-owned car sales (CPO) continued its upward trajectory during FY 2024-25, growing by 6% over the previous fiscal year, reflecting strong customer demand and growing confidence in our certified pre-owned cars.

The Hyundai Promise program plays a strategic role in enhancing customer loyalty towards Hyundai brand, supporting new car sales and enhancing dealer profitability. Going forward, HMIL remains committed to growing this vertical with a focus on digital integration and high-quality vehicle certification standards.

6%

6% YoY growth in Hyundai certified pre-owned car sales.