

Porsche Experience Center Hockenheimring Enhances CX with a Comprehensive Booking Platform



The Customer

The Porsche Experience Center Hockenheimring (PEC HHR) offers premium, fully immersive driving experiences designed to test the limits of brand enthusiasts. To enhance the customer experience for an organization already well known for its attention to quality and performance, the team at PEC HHR worked hand-in-hand with the Momentus Technical Solution team to build a platform customized to their needs.

Organization:

**The Porsche Experience Center
Hockenheimring**

Website:

porsche-experiencecenter-hockenheimring.de

Industry:

Driving experiences

Headquarters:

Hockenheim, Germany

The Challenge

Porsche is just as famous for its extremely high standards as it is for its lineup of luxury vehicles. As a testament to the company's commitment to giving red-carpet treatment to its customers, Porsche operates several Experience Centers around the globe that offer challenging driving tracks, virtual off-road courses, state-of-the-art event spaces, fine dining and other concierge services. Customers can choose different options to book an adventure that's tailored just for them.

With so many different opportunities available, the PEC HHR in Hockenheim, Germany, needed a comprehensive software platform to manage each option and to enhance the customer experience using self-serve booking and customization.

"The aim was to use a tool which combines all requirements in order to cover the full range of offers," said Patricia Thiel, Event Sales and Marketing PEC HHR. "As Momentus is used by several other Porsche Experience Centers, the idea was to use the existing experiences from the Momentus Technical Solution team to build a platform for the PEC HHR."

The Solution

Weekly status calls between the two teams were established to get ideas for the platform. From those status calls came proposals to improve both the user experience and the usability for the PEC HHR team.

"Momentus always tried to put our ideas and wishes into practice," Thiel said.

For example, the PEC HHR team asked for an export list of at-a-glance customer booking statuses using backend data. The Momentus team made the export list possible in the exact format needed by the center.

An online Webshop connects to the PEC HHR backend that's consistently maintained by both teams was another huge development. The Webshop's simple, intuitive design guides customers through their own booking process in a logical, step-by-step path.

"The Webshop solution helps keep the booking process for our B2C customers simple and reduces the manual effort for the PEC HHR, as the customer is able to complete the booking on his or her own," said Thiel. "However, the PEC HHR also wants to fulfill the individual customer desires – but our team can handle everything else on the backend, and the service providers on site are informed about all individual customer requests. In order to also base future decisions on past data, Momentus helped to establish data reporting.



"Momentus enables all our B2C customers to book their desired experience through the Webshop, and the PEC HHR coordinates further details through the backend."

Patricia Thiel

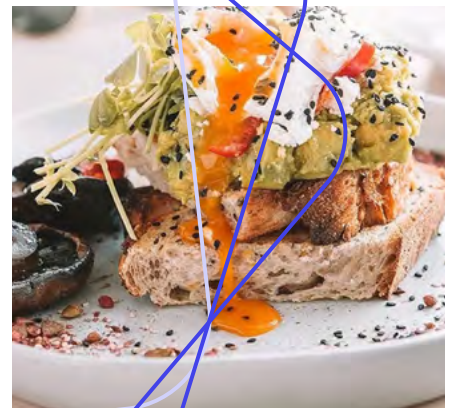
Event Sales and Marketing PEC HHR

The Results

Porsche is known for putting its customers first. Heavy collaboration between the PEC HHR and Momentus delivered a new way for the company to make a lasting impression on its fan base.

“The software enables the PEC HHR to manage the different service providers onsite via different backend functions. Momentus also helps to run analyses in order to recap past events and make plans for the future.”

And what does the future hold? The PEC HHR is now working with Momentus on ways to further optimize the Webshop so that customers can complete the whole booking process without any help or queries, from cancellations and refunds to changing existing bookings. In addition to enhancing the booking process, the two teams are also looking into fresh experience possibilities along with new options in usability, web design and payments.



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