



smart care Global Customer Service Brand Strategy Guideline

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>> Introduction

Why do we need a service brand?

How did we develop the service brand?

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When and where was the service brand launched?

What is the Global Customer Service Brand Strategy Guideline?

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Why Do We Need a Service Brand?

In the beginning of 2023, adhering to the “China–Europe Dual Home” business strategy, when smart was rapidly advancing its products, channels and service capabilities in China and around the world, the management made a major decision – to create and build a global brand for smart service.

Brand values have always been the core competence of smart and the foundation of its competitive strategy. For decades smart has been committed to the mission of building strong relationships with customers through outstanding products and services, thus becoming their “true companion” in everyday mobility. There is no doubt that the service brand plays a major role in fostering such a relationship.

In terms of business objectives, the service brand will make a significant contribution to establishing a unified global image, facilitating the brand’s worldwide scalability and local relevance, and enabling long-term business development.

Not only playing as an important part of business strategy, the service brand also holds great meaning for the customers. Through leveraging experiences and embracing innovation, we take good care of customers’ cars and their driving, making them feel at ease with smart and mobility. The service brand embodies our service commitment and values, and will undoubtedly become a Trust Mark for smart customers around the world.

How Did We Develop the Service Brand?

During the development process, the team stuck to two principles:

Alignment with smart Brand Strategy

Most importantly the service brand is a sub-brand under smart. Therefore, to ensure strategic alignment, smart brand strategy served as the foundational framework in defining the service brand. At the same time, the unique nature and characteristics of service business, products and customer values were also taken into consideration in order to build relevance in implementation.

Focus on Commonalities across Global Markets

The service brand is built for the global market. Despite of differences in market environments, customer expectations, business strategies, and service offerings across different geographic markets, the global service brand strategy was built upon the shared characteristics across these markets. This will ensure consistency in the brand's presentation worldwide while providing a foundation for local adaptation and enrichment.

What Is the Service Brand?

smart care

What is “smart care”? What values does it represent? Why is it unique?
We prefer to answer these questions in the perspective of our customers:

**As to the smart customers around the world, smart care is their true companion,
who is always ready to offer guaranteed support and delightful experiences in their journeys,
and unwaveringly ensure that they can feel at ease with mobility, both today and in the future.**

When and Where Was the Brand Launched?



On April 18th, 2023, at the Auto Shanghai smart Press Conference, Ms. Mandy Zhang, Vice President of Global Sales, Marketing and After-Sales of smart Automobile, announced the global launch of smart care – the customer service brand of smart.

smart care is designed to be a global brand, as it embodies the the SHARED VALUES of smart services in all markets. The brand's strategic definition and implementation guidelines will be applied to all markets around the world to establish a foundation of global consistency.

However, because of the different market environment and business strategies across geographic markets, the brand identity (brand name and logo) may differ across regions.

What Is the Global Customer Service Brand Strategy Guideline?



This document, known as **smart care Global Customer Service Brand Strategy Guideline**, is a set of strategic and implementation guidelines detailing the core values of the brand, and how to deliver these values to smart users and audiences. It aims to help communicators in the smart service business gain a comprehensive and accurate understanding of the brand and serve as a tool to facilitate daily communication and interaction with customers, clarifying confusion and fostering business acumen.

Specifically, the Guideline was designed to achieve the following main purposes for smart service business:

- Clearly define the core values shared across the world;
- Set frameworks for the development of marketing communication messages;
- Portray consistent image and personality of smart service around the world.

How to Use the Global Customer Service Brand Strategy Guideline?

>> For Whom

This Guideline is primarily an internal tool used only by smart employees and business partners. The document should NOT be disclosed or shared with customers, media, partners or other third parties without approval of concerned parties.

>> Ways of Usage

This document should primarily serve as a guideline rather than communication messages that can be directly replicated. For example, the strategic definition of the brand should NOT be directly “copied” into communication materials. Instead, they should be adjusted and tailored to specific market/product situations.

>> Period of Effect

This Guideline will immediately come into effect upon its internal distribution inside the smart enterprise. It will remain effective until newer updates or revisions are made.

>> Global Service Brand Strategy

Service Brand Positioning

Service Brand Vision

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Service Brand Goal

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Supporting Evidence

Service Brand Personality

Target Audience

Service Brand Slogan



Universal brand strategy of smart care articulated in English shall apply to all markets. If local versions are available with local languages, you may refer local versions as priority.

Why Are We Different?

smart care Brand Positioning

As **a mature service provider with decades of global experiences**, we have a better understanding and expertise on the cars, customers, technologies and customer service business.

Through leveraging on experiences and embracing innovation, we are a **true companion** of our global customers, helping them **maintain their new premium lifestyle.**



smart care's interpretation of **[True Companion]**

In dictionary "companion" means a person who is frequently in the company of, associates with, or accompanies another.

In the world of smart, "companion" is the carefully-selected word to describe the relationship between the brand and its customers – smart is not only a car, but a person who is always by the side of our customers in their urban mobility.

Further than this in customer service, we see ourselves as true companion of our customers – understand them as they truly are, deliver services they truly need, and be their companion as they truly appreciate.

Why Do We Exist?

Service Brand Vision

Being an integral part of smart, we are dedicated to seeking innovative service solutions for your needs now and in the future, and thus help define what the future mobility looks like.

What to Achieve in Long-term?

Service Brand Mission

At smart customer service, we take good care of your car and your driving, supporting you to enjoy your journey with smart in a relaxed, cheerful and inspired way. This means transforming mobility into a meaningful experience that makes you feel at ease with smart along.

What Do We Do for You?

Service Brand Goal

Whether you are aware of it or not, smart customer service is always by your side, ready to offer you with guaranteed support and delightful experiences, stopping at nothing in making sure that you feel at ease with mobility today and in the future.



smart care's interpretation of **[At Ease]**

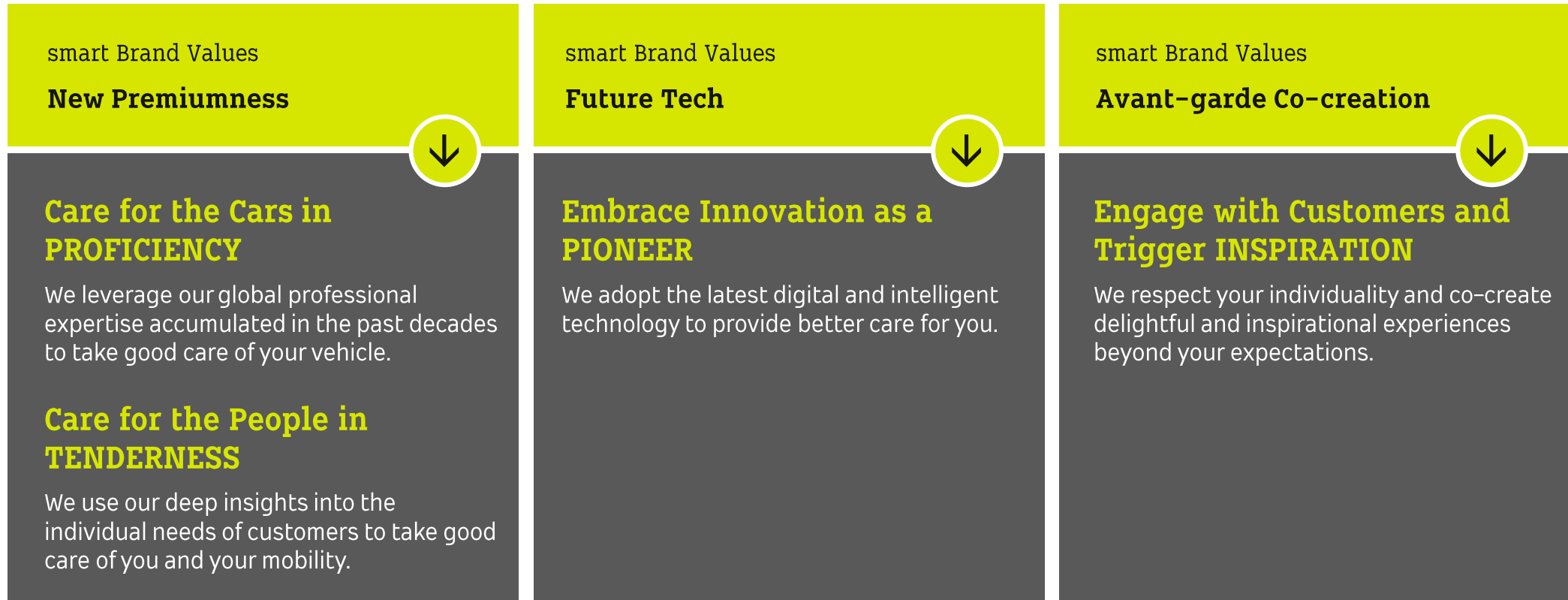
"At ease", as in "at one's ease, at ease with someone, put someone at ease" refers to a state of being comfortable, relaxed, reassured and unembarrassed.

In smart customer service brand strategy, "at ease" refers to the relaxed, cheerful and inspired mindset our customers can have when owning or driving a smart, because we are always by their side, taking good care of their cars and their mobility, giving them guaranteed support and delightful experiences.

What Makes Us Unique?

Service Brand Values

Being a sub-brand under smart sharing the same brand values of the mother brand, smart care at the same time embodies more specific interpretation and expression, in order to better adapt to the nature and characteristics of service business.



What Makes Us Unique?

Service Brand Values



smart care's interpretation of

[PROFICIENCY]

In dictionary "proficiency" means the state of being well-advanced and competent in art, science or a subject. In smart customer service, it means the rich global professional expertise smart owns in servicing the customers.



smart care's interpretation of

[TENDERNESS]

In dictionary "tenderness" means the state of being soft and delicate in substance, being not hard or tough. In smart customer service, it means that we treat our customers with delicate care and soft, humanized approach.

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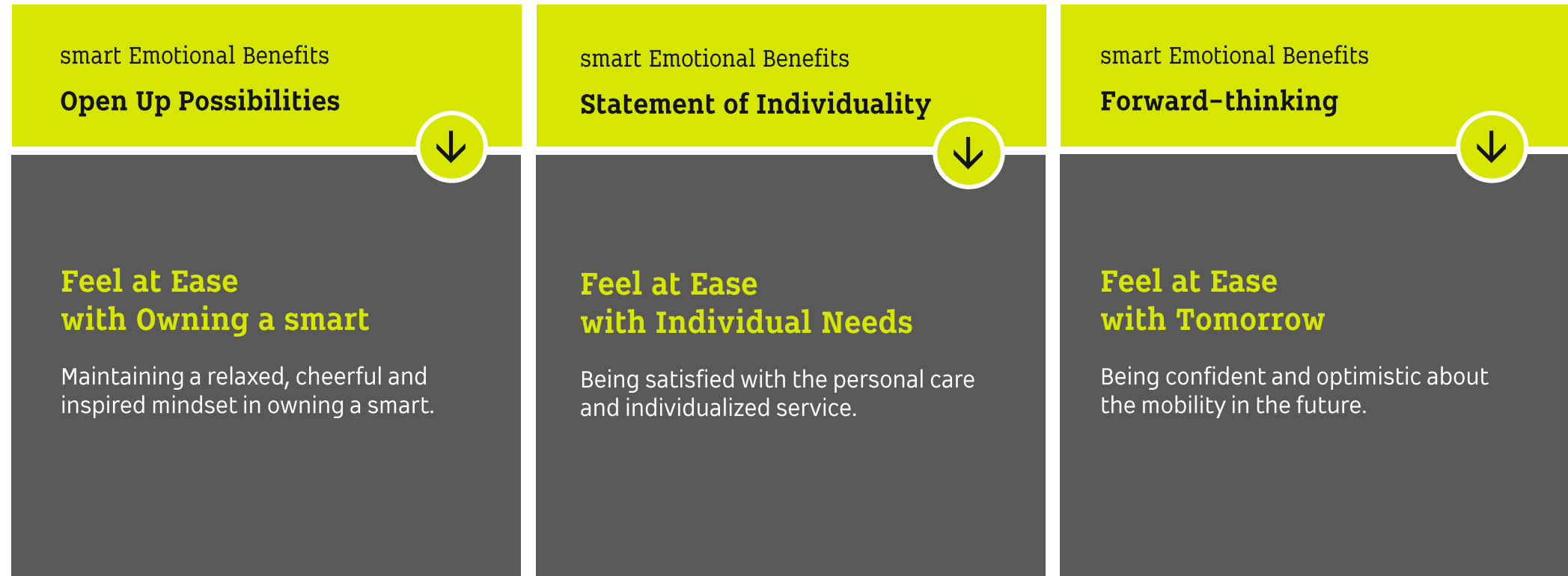
What Do We Bring to Customers?

Functional Benefits



How Do We Make Our Customers Feel?

Emotional Benefits



Why Can We Bring Customers These Benefits?

Supporting Evidence

Understanding of Cars

- Global expertise and European heritage accumulated in the past decades
- Qualified and well-trained frontline forces
- Sophisticated and efficient operational system and process
- Mature supply chain and service networks

Understanding of People

- smart brand culture of being the urban companion of customers
- Comprehensive customer care mechanism
- Individualized service staff responding to customers' needs
- Customer community building and engagement

Understanding of Technology

- smart brand spirit of forward-thinking and future co-creation
- Multiple digital service interfaces and tools
- Advanced and robust OTA upgrades that constantly add values and improve experiences
- Stay connected with customers on mobile devices



What Personal Characters Do We Own?

Service Brand Personality

Being a sub-brand of smart, smart care carries the same personalities as the mother brand, which are at the same time reflected in ways that are very specific to service business.

We are driven by the purpose of seeking service solutions for customers' needs now and in the future.

We are motivated by a forward-thinking spirit and dedicate to inspire customers in their mobility.

We embrace diversity and respect individuality to co-create the future with customers.

To Whom Are We Important?

Target Audiences

We service smart car owners and those prospective customers who are in contact with us in physical and online touchpoints. Our target audiences fall into three groups of smart's brand target audience, but we interact with them in slightly different manners.

Urban Millennials

smart care interacts with the creative mindsets of Urban Millennials digitally and share life inspirations.

Modern Families

smart care helps Modern Families to save time, money and energy on service and focus on living lives in a relaxed mindset.

Quintastics

smart care delivers reassurance, care and warmth to Quintastics.

Service Brand Slogan

smart care

At ease with smart

smart care

smart care Customer Service Brand Strategy

Service Brand Name	smart care		
Service Brand Slogan	At ease with smart		
Service Brand Positioning	As a mature service provider with decades of global experiences, we have a better understanding and expertise on the cars, customers, technologies and customer service business. Through leveraging on experiences and embracing innovation, we are a true companion of our global customers, helping them maintain their new premium lifestyle.		
Service Brand Goal	Whether you are aware of it or not, smart customer service is always by your side, ready to offer you with guaranteed support and delightful experiences, stopping at nothing in making sure that you feel at ease with mobility today and in the future.		
Service Brand Values	New Premiumness		Future Tech
	Care for the Cars in PROFICIENCY	Care for the People in TENDERNESS	Embrace Innovation as a PIONEER
Customer Benefits	Avant-garde Co-creation		
	Engage with Customers and Trigger INSPIRATION		
Supporting Evidence	Functional Benefits		Emotional Benefits
	Intelligent Companion Convenience & Responsiveness / Robust OTA Upgrades Seamless Experience Service with No Compromise/ Care across All Lifecycle	Clever Space Inspiring Lifestyle Spaces Inclusive Community Delightful Experiences	Open Up Possibilities Feel at Ease with Owning a smart Statement of Individuality Feel at Ease with Individual Needs Forward-thinking Feel at Ease with Tomorrow

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