

February 2026

By Sahron Degreyse, Director International Relations, [Multi-Value](#)

## Collaboration between MSPA partners

How MSPA members collaborated together for the Automotive CX Awards 2025! From golden rules... to golden results! Because behind every customer smile lies a team that makes the difference!



### Turning customer experience into Measurable Excellence

Customer Experience (CX) has become one of the most decisive differentiators in the automotive industry. In an increasingly competitive and digitalized market, brands no longer compete on products alone, they compete on experience. This belief is at the heart of the **Automotive CX Awards 2025**.

The Automotive CX Awards were created in 2023 to **objectively measure, benchmark and reward excellence in customer experience** across the automotive retail journey. Rather than relying on perception or self-assessment, the awards are based on **real customer experience research**,

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carried out through **400+ showroom visits**, across **25 brands**, and evaluated against **12 clearly defined Golden Rules** of customer experience.

## A truly European CX initiative

The Automotive CX Awards 2025 are the result of a strong international collaboration:

- Multi-Value Group conducted the research in Belgium and the Netherlands
- KIK carried out the study in Italy
- Proinsight was responsible for the United Kingdom

This cross-country approach allowed for a consistent methodology, while respecting local market realities. The results were presented during dedicated events in each country, creating a shared platform for learning, recognition and inspiration within the automotive industry.

## The Objective: Ranking the best automotive brands

The main objective of the Automotive CX Awards is clear: **to identify and rank the automotive brands that deliver the strongest customer experience in real-life showroom interactions.**

By translating customer interactions into measurable insights, the awards:

- Highlight best practices
- Identify improvement opportunities
- Create benchmarks at country and brand level
- Celebrate teams that truly make the difference for customers

At the core of this evaluation are the 12 Golden Rules, which together define the ideal automotive customer journey. Below we will provide you with some examples of the Golden Rules.

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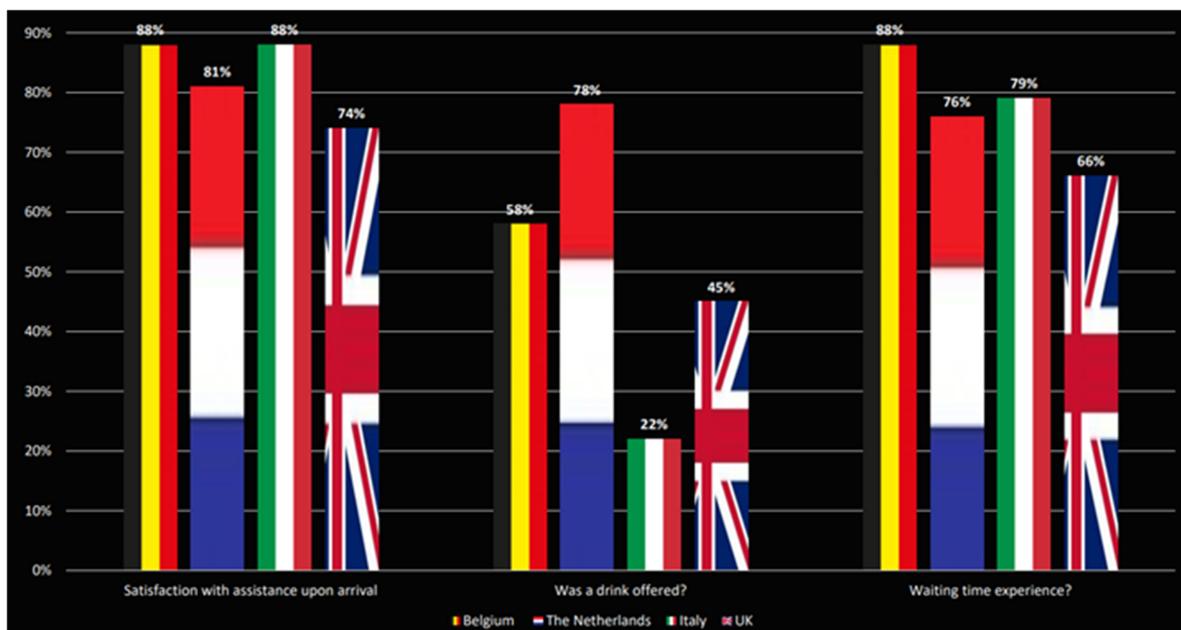
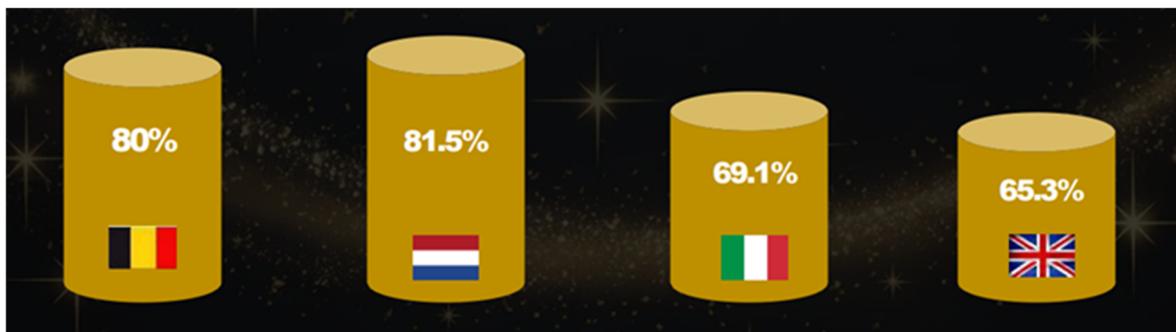
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## Golden rule – Reception

First impressions matter. A warm, personal welcome, clear communication about waiting times, and simple gestures such as offering a drink set the tone for the entire visit. Strong reception practices immediately create trust, comfort and a sense of professionalism.

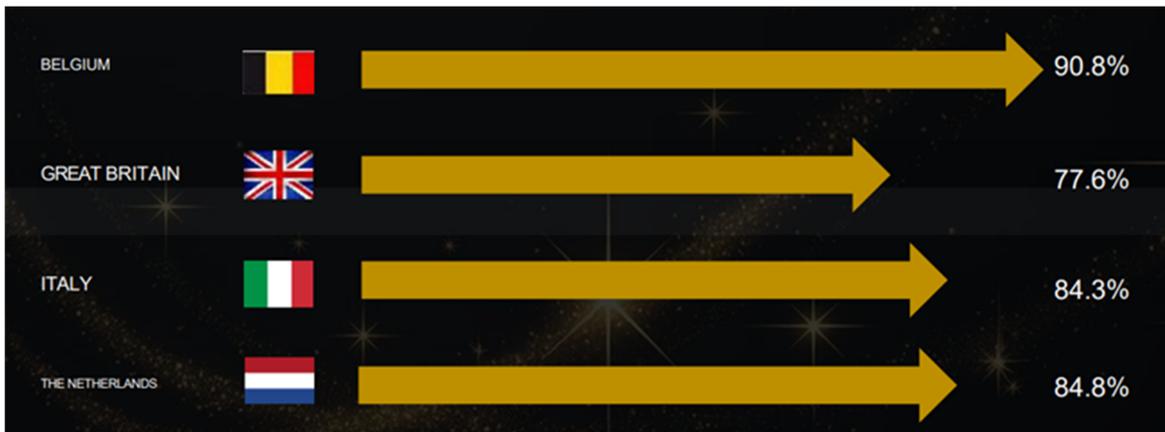


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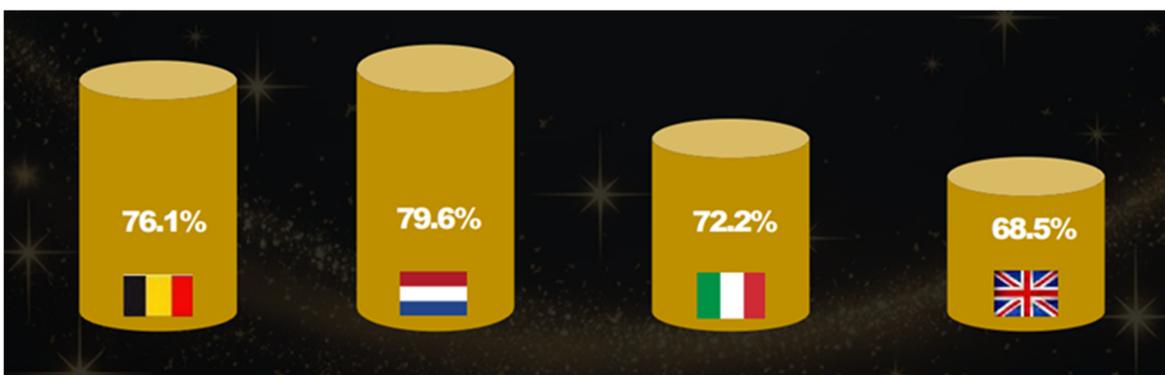
## Golden rule – Needs analysis

A successful sales conversation starts with listening. By asking open questions and taking time to understand the customer's lifestyle, usage and expectations, sales advisors can build trust and create relevant, tailored recommendations.



## Golden rule – Interactive presentation of the car

An effective vehicle presentation is not a monologue, it's an experience. Allowing customers to sit in the car, explore features, and physically interact with the vehicle creates emotional engagement and strengthens purchase intent.



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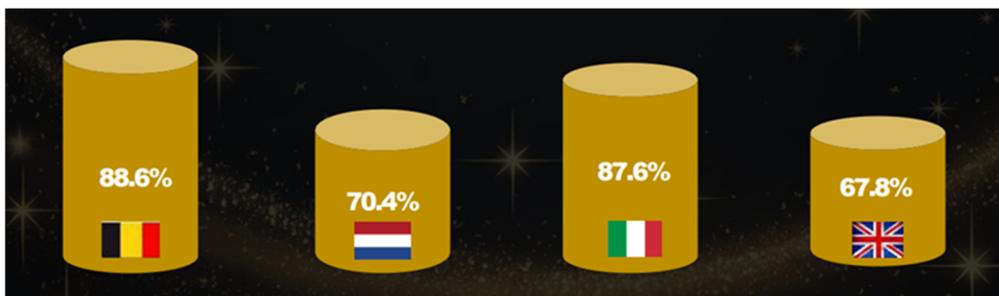
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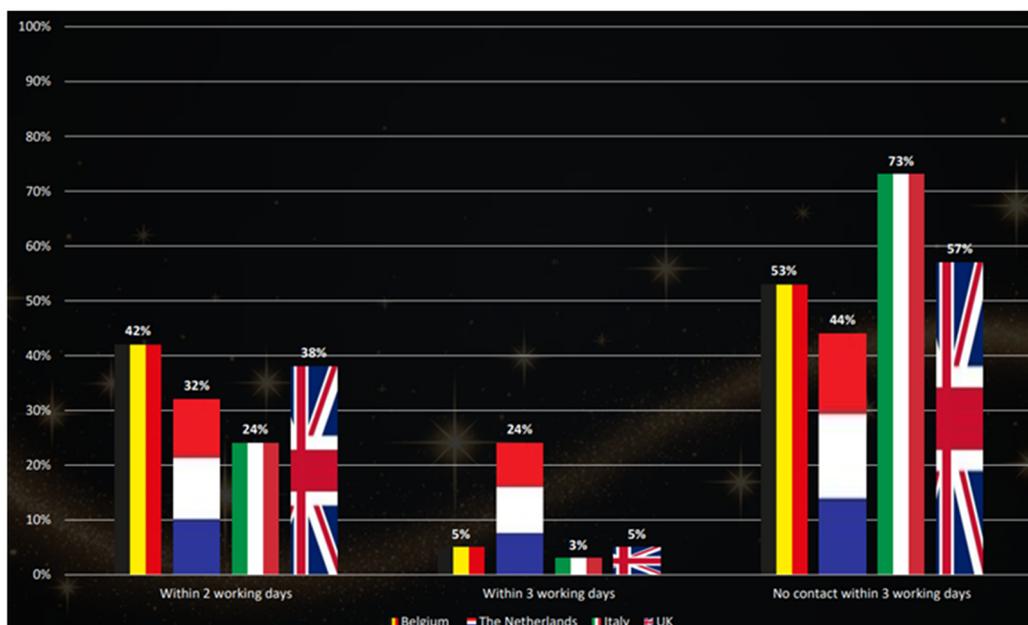
## Golden rule – Test drive

The test drive is a decisive moment in the buying journey. Well-prepared vehicles, clear explanations, and calm, expert guidance transform a simple drive into a powerful sales experience that builds confidence and desire.



## Golden rule – Follow-up

Consistent and personalized follow-up is where many opportunities are won or lost. Thank-you emails, relevant documentation, and proactive phone calls demonstrate dedication and significantly increase conversion potential.



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## From Insight to Impact

The Automotive CX Awards 2025 prove that great customer experience is not accidental. It is the result of clear principles, trained teams and consistent execution. By turning the Golden Rules into daily practice, automotive brands can transform customer interactions into lasting relationships and golden results.

Building on the results of the Automotive CX Awards, we organized two dedicated events in November 2025, one in Belgium and one in the Netherlands. These events brought together more than 300 automotive professionals and culminated in the official recognition and election of the winning brands.

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