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Focus on customers: Volkswagen appoints Chief Experience Officer

- Dr. Markus Kleimann assumes responsibility for strengthening the integrated customer experience
- New interdisciplinary unit to strengthen customer focus in the age of digital mobility through holistic user experience management
- Customer requirements and expectations will be the focal point for developing products and services throughout the life cycle
- CEO Ralf Brandstätter: “With its ACCELERATE Strategy, Volkswagen is evolving into a customer-centric tech company.”

Wolfsburg, July 6, 2021 – Volkswagen is continuing the consistent implementation of its ACCELERATE brand strategy and is creating the framework for strengthening the integrated customer experience in the age of digital mobility. A newly created project unit will serve as the interface to all relevant divisions and regions and establish a holistic user experience management system. Customer requirements and feedback will become the focal point for developing vehicles and services throughout the life cycle. The goal is to create a best-in-class customer experience at every point of contact with the Volkswagen brand. Dr. Markus Kleimann, formerly responsible for the G3 series (mid- and full-size), will head the new unit.

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Volkswagen Chief Experience Officer, Dr. Markus Kleimann

“As a result of the increasing digitalization of cars, new interfaces to our customers are being created inside and outside their vehicles. Now more than ever before, an integrated customer experience and the rapid implementation of customers’ requirements have become a key differentiating factor,” says Ralf Brandstätter, CEO of the Volkswagen brand. “Volkswagen is evolving into a customer-centric tech company. With our ACCELERATE strategy, we have aligned our processes even more strongly with our customers’ needs – from the early development of our vehicles, through the configuration and purchase of a car and our digital service offering, to workshop visits.”

Volkswagen has appointed Dr. Markus Kleimann as Chief Experience Officer (CXO) with responsibility for the overall management and systematic further development of customer interfaces. Prior to his role as head of the G3 series, Kleimann held positions such as Chief Development Officer and Head of Strategy in South America and in countries such as China, where he drove the definition and development of market-specific products tailored to regional customer requirements, e.g., the Virtus and Taigo in Brazil. As Chief Experience Officer, he will ensure that customers’ expectations and requirements are incorporated at all stages of product and service development.

“For us, an integrated customer experience means utilizing customer feedback in the further development of our products and services. This is crucial in the competition for the most satisfied customers. With our new unit, we are creating the framework that will enable us to incorporate customer requirements into our offering more quickly

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and consistently in the future. It is especially important to make our services intuitive to use, to integrate them into our customers' lives and experience, and to forecast new developments," says Kleimann.



Customer requirements and feedback will be the focal point for all steps in the development of vehicles and services throughout the life cycle. The goal is to create a best-in-class customer experience at every point of contact with the Volkswagen brand.

With our ACCELERATE brand strategy, we want to make Volkswagen the most attractive sustainable mobility brand. To this end, the company is driving ahead with its digital transformation, thus increasing the pace on its path to becoming a software-based mobility provider. New data-based business models, software integration in vehicles and a newly established digital ecosystem will become the company's core competencies. At the same time, Volkswagen is continuing the systematic electrification of its vehicle fleet.

The Volkswagen Passenger Cars brand is present around the world in more than 150 markets and produces vehicles at more than 30 locations in 13 countries. In 2020, Volkswagen delivered around 5.3 million vehicles. These include best-sellers such as the Golf, Tiguan, Jetta and Passat as well as the all-electric ID.3 and ID.4. Currently more than 184,000 people are working at Volkswagen around the world. Added to this are more than 10,000 dealers and service partners with 86,000 employees. With its ACCELERATE strategy, Volkswagen is consistently implementing its evolution as a software-based mobility provider.
