

Game changer for automotive companies

KUALA LUMPUR — Good customer service can be a game changer for automotive companies when it comes to customer retention, says Institute of Motor Industry . The professional body for individuals working in the automotive retail industry urged automakers to look into training for their customer service advisors in order to better meet the rising customer expectations. According to the JD Power Asia Pacific 2014 Malaysia customer service index, Malaysian vehicle owners are looking for better service experience from authorised car service centres.