

# Meeting aftersales expectations



IMI trained and qualified technicians working on vehicles at one of the car service centres and IMI approved centres in the UK.

TRANSPARENCY and openness of communication with customers at every stage of the car servicing process will aid in customer retention and create business opportunity for automotive companies, according to the Institute of Motor Industry (IMI).

The institute also urges automakers and their authorised service centres to convey their ability to provide a positive service experience for customers, making it publicly known that they have qualified technicians and customer service advisors.

Based on the customer service index (CSI) study by J.D. Power Asia Pacific 2015 Malaysia, Malaysian vehicle owners are expecting more out of their dealer service experience, but authorised service centres are finding it a challenge to meet expectations.

The study indicates only 12 per cent of vehicle owners have a better than expected service experience and that customer satisfaction with after-sales service is decreasing on a yearly basis, with a five-point decline in 2015 from 2014.

IMI South-East Asia senior manager Matthew Stuart said: "In today's highly competitive automotive market, providing exceptional service epitomised by professionalism is the key differentiator for automotive companies if they want to retain customers and win new business."

He said IMI trained and qualified technicians and service advisors can serve as a powerful endorsement for automotive companies, and communicating this to customers can provide them with the added assurance that they are being attended to by professionals with international accreditation.

One of IMI's approved centres, Bermaz Motor Sdn Bhd – the distributor of Mazda vehicles in Malaysia, is a testament to how IMI qualified workers can help drive customer advocacy.

The company has been given the highest rank in the J.D. Power 2015 Malaysia CSI. The study also reveals that Mazda service centres perform particularly well in the service initiation and service quality factors.

IMI takes a holistic approach, ensuring both technical and non-technical disciplines are covered in their qualifications, so the entire service team is equipped with the relevant skills to provide customers with a positive service experience.

"Good customer service can be a game changer for automotive companies when it comes to customer retention and succeeding in a competitive environment. Automotive companies should leverage their IMI qualified staff as customer advocates in order to better meet rising customer expectations", said Stuart.

<http://www.motorme.my/meeting-aftersales-expectations/>