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Complete Transparency, Openness Of Communications Will Help Carmakers Retain Customers

KUALA LUMPUR, Sept 3 (Bernama) -- The complete transparency and openness of communication with customers at every stage of car servicing process will help carmakers retain the customers.

In a statement Thursday, the Institute of Motor Industry (IMI) said these would also win them more businesses.

"The carmakers must also convey their ability to provide a positive service experience for customers by making it publicly known that they have internationally-qualified technicians and customer service advisers," it said.

IMI said according to the JD Power Asia-Pacific 2015 Malaysia Customer Service Index study, Malaysian vehicle owners expected more out of their dealer service experience, but authorised service centres were finding it a challenge to meet the expectations.

"The study shows that 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," it said.

The JD Power study, now in its 13th year, evaluates vehicle owner satisfaction with the service experience by examining dealership performance including service quality, service advisor and service initiation.

IMI South-East Asia's Senior Manager, Matthew Stuart, said car companies and service centres should also explain to customers what it meant to have IMI-accredited technicians and customer service advisers as these endorsements could provide added assurance that they were being attended by professionals.

"Good customer service can be a gamechanger for car companies in a competitive environment.

"They should leverage on their IMI-qualified staff as a customer advocates in order to better meet rising customer expectation," he said.

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