

Delighting customers

Our focus on customer satisfaction has been the driving force behind the channel expansion strategy over the past year.



2011-12 witnessed a surge in terms of pan-India Tata Motors Service Centres. Workshops have been added across the nation to improve customer reach. We have also connected with customers through various contact programmes organised at channel partners to improve customer satisfaction. Additionally, Tata Service Centres are located every 50-70 km along major highways. Continued commitment to the customers has resulted in the **establishment of Tata Alert, a 24x7 call centre**. This allows us to provide spot service within one hour of a call from a stranded Tata customer.

The **'EXCEED' (Exceeding Customer Expectations through Enablement of Distribution Network) programme has a three-step strategy to engage dealers**, who in turn impact customer delight. The first step is to promote a partnership with the dealer. Tata Motors then works to ensure dealer profitability. Customer feedback is continuously fed back into the process, while a dealer scorecard highlights areas of excellence and addresses areas of concern in the dealer-customer engagement process. Together, these initiatives create a robust process and ensure enduring customer delight.



Subsequent to the launch of the Ace variants, our focus on rural markets has increased. New market initiatives, such as the NEEV programme, a rural marketing initiative, and Tata OK, the used vehicle exchange business, have provided rural customers, greater access to Tata commercial vehicles.

In view of the varied customer aspirations, Tata Motors launched the National Customer Day initiative on October 23, 2011 to deepen customer connect. Further, the introduction of Tata Delight, a Customer Loyalty Programme, allows owners to earn rewards for commercial vehicle-related products.

Jaguar was announced as the 'Number 1 Car Manufacturer' in the What Car? J.D. Power Survey 2012. The 2012 UK Vehicle Ownership Satisfaction

Study was based on the evaluations of nearly 18,000 owners after an average of two years' ownership. Every aspect of vehicle ownership was rated from performance, design and comfort to quality, reliability, cost of ownership, economy and dealer service satisfaction.

The Land Rover Experience, with Pro-user training, provides potential clients the opportunity to get behind the wheel of a Land Rover and Range Rover for a driving session. Experienced instructors are on hand to share tips and techniques for specialist professional training. This training provides people, who drive for a living, the tools and confidence to perform to the best of their ability.

