

Audi, Volkswagen recognised for customer service

The Audi and Volkswagen brands have again taken top positions in the latest automotive customer care survey conducted by Ipsos in South Africa.



Source: Sergey Ryzhov © <https://www.123rf.com/>

This research, based on interviews with more than 20,000 customers in 2017, covered both the purchasing and servicing experiences.

The research conducted by Ipsos is a valuable tool with which to measure customer service in the automotive market in South Africa. To support the credibility of the research, the sample of participating brands in the latest survey represented more than three out of every four new cars and light commercial vehicles sold through dealership channels in South Africa in 2017. Also, the research results have been consistent from year to year.

Benchmark services

The Volkswagen Group South Africa (VWSA) continued to deliver outstanding results in the research survey despite tough market conditions. The ratings given to the Audi and Volkswagen brands by South African customers in both the purchasing and servicing aspects of vehicle ownership are evidence of the good relationship between the brands, vehicle owners and the dealer network.



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“VWSA is extremely proud with its results in the recent Ipsos survey. We would like to thank the respective Audi and Volkswagen Dealer Networks for their enormous efforts in consistently achieving this outstanding level of service,” said Stefan Mecha, sales and marketing director for VWSA.

“ “We are pleased that both the Audi and Volkswagen customers continue to receive benchmark service in South Africa and that they have remained loyal to our amazing brands,” concluded Mecha. ”

The Audi and Volkswagen brands have been in leadership positions in the purchasing experience in the annual Ipsos surveys for a number of years. In the latest survey, Audi and Volkswagen both once again attained gold awards for the customer purchasing experience with Volkswagen also collecting gold in the Light Commercial Vehicles (LCV) sales category.

Audi has achieved the gold standard in the servicing experience for the past four years, while Volkswagen has had a gold rating for both passenger car and LCV servicing for the past two years.

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