

## Kia launches online chat

In a world that is becoming more customer-centric and consumer driven, the customer and his specific, individualised needs has become increasingly important - which is why Kia Motors South Africa have launched a unique new online service.

 By Henrie Geyser 3 May 2010



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Kia says globalisation and customisation have shifted the nature of consumer expectations, putting more emphasis on the speed and ease of information access.

In an effort to become the market leader in innovation and CRM (Customer Relationship Management), the Korean carmaker has launched "Live Online Chat".

This new application aims to enable customers to access the Kia Motors South Africa website ([www.kia.co.za](http://www.kia.co.za)) and conduct real time discussions with dedicated professionals, covering all areas related to Kia's products, services, special promotions, dealer network and all other queries.

This initiative is claimed to be a first of its kind in the South African motor industry, with Kia reputed as being the only manufacturer providing a service with a customised and individualised nature to this extent.

It is also one of the first steps in Kia Motors South Africa's strategy of becoming truly customer orientated offering innovative solutions with a "surprise" element, living up to its slogan "The Power to Surprise".

"Live Online Chat" will be operational during business hours, and is easily accessible in the top right-hand corner of the website. Click on the icon, follow the instructions and start a live discussion with one of the company's experts.

### ABOUT HENRIE GEYSER

Henrie Geyser joined the online publishing industry through iafrica.com, where he worked for five years as news editor and editor. He now freelances for a variety of print and online publications, on the subjects of cars, food, and travel, among others; and is a member of the South African Guild of Motoring Journalists. [henrieg@iafrica.com](mailto:henrieg@iafrica.com)  
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