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The 9th Modern Consumer Award for excellence in customer services extols the companies in Brazil that are reference in the customer relationship and management.

I - Award

MAHLE Metal Leve is winner in the sector of auto parts at the 9th edition of the Modern Consumer Award for Excellence in Customer Services.

In a time when more and more the decision power is in the consumer's hand, customer management is critical factor for the success of companies and for the shareholder's financial return. Once again, the magazine Modern Consumer, in partnership with the consulting company GFK Indicator has disclosed at its edition of May, 2008 the companies that are on the top of customer service in Brazil, and which have in their strategy policies and actions that aim at the constant improvement of the relationship with consumers and

customers, in an incessant search for excellence. In 2008, MAHLE Metal Leve is again in highlight in the category auto parts, winning the victory in its business sector twice in the last five years. See below the awarding methodology, and a retrospective analysis of Mr. Claus Hoppen, President of the Company, concerning the relevance of the award now achieved.

II - Methodology

The process for selecting the winners, in the total of 49 categories, of the 9th Modern Consumer Award for Excellence in Customers Services took place in three stages. In the first, there was the sending of the participation invitation to all companies that have a contact channel with the consumer, and selection of the companies based on the analysis of the questionnaires filled out about the strategy of clientivity, whose data was tabulated and assessed by the consulting company GFK Indicator. In this phase, several requirements were verified such as corporate mission, external and internal customer satisfaction, relationship marketing, loyalty, human factor, technology, retention strategies, social responsibility, team motivation and business vision. This year's novelty was the inclusion of blogs to identify who is getting ready to deal with the consumer 2.0. In the second and third stages, finalist companies were submitted to the mysterious customer's test on the phone and virtual service (contact through the web or e-mail) in order to obtain the efficiency of the services provided. Here, the consulting company evaluated the quality of the service, time of reply and quality of the information given. The calls and contacts through the Internet were made by a group of professional auditors trained by GFK Indicator to objectively assess the attributes defined for the awarding. Each company received ten calls and ten e-mails and the queries made prioritized daily situations such as doubts and information, in addition to questions about social actions.

III – Award Relevance

autopeças

MAHLE METAL LEVE

Auto parts

MAHLE METAL LEVE



Claus Hoppen, President

"In a dynamic scenario like the present one the organization needs to have a management strategy that satisfies both the external and internal customers."

"Developing an efficient post-sale service is the secret of success."

360° Vision

"We consider this award of special relevance. It is the result of investments made, not only in relation to material resources - such as equipment and software - but also in human resources and qualification of people. In this sense, we are continuously performing training sessions driven towards our dealer, customers/applicators of new products and the valorization of our staff. In addition to the technical aspect, the training sessions are also addressed to the issue concerning the motivation of professionals.

With a dynamic, demanding and growing market like ours, MAHLE Metal Leve works to remain updated and invests to increasingly improve the service. Through Customer Service (SAC), which is the customer's voice inside the company, needs are identified and strategies aiming at toping the client's expectations are elaborated. Furthermore, we strengthen our thesis of the service personalization, which narrows the relationship with the customer. In the business world we cannot have isolated visions, because good results demand the company operation as a whole, in integrated actions. In a dynamic scenario like the present one the organization needs to be aligned, in relation to resources and objectives, to a management strategy that satisfies both the external and internal customers. So, we continue investing in self-development in order to follow and lead this global evolution. Furthermore, developing an efficient post-sale service is the secret of a company success."