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Nissan UK boss uses contact centre opening to highlight commitment to customer service

One day after the release of Nissan's global Five-Year Plan, Paul Willcox Managing Director of Nissan Motor (GB) Ltd., has emphasised the role of customer service in achieving his company's growth targets.

Opening Nissan's newly appointed Customer Service Centre near Watford, Hertfordshire on Wednesday, May 14, Mr Willcox predicted:

"Nissan will be number one for the quality of our products and for the quality of customer experience; the challenge for us here today is to lay the foundations for growth in the UK."

The opening follows the appointment by Nissan of Prolog Connect to manage a key component of its UK-based customer service and support.

Under the three-year contract, Prolog in partnership with Nissan's dealer network is handling all unresolved customer queries escalated from a separate 'front office' service centre.

The comprehensively-branded contact centre is located just five miles from Nissan's UK headquarters in Maple Cross, and staffed by more than 20 hand-picked case managers and supervisors. All have exceptional levels of product knowledge as a result of a thorough

client-based training programme that includes experience behind the wheel of Nissan's latest models.

Stressing the importance of brand in an outsourced service environment, Mr Willcox commented: "Walk into this building and you have the feeling of who Nissan is, but you have to live the brand, and that starts at the point where each and every one of you talks to our customers."

Revealing plans to increase UK market share from 3.2 to 4.5 per cent and to introduce electric cars into the mass market by 2012, Willcox highlighted the responsibility that service centre agents have as brand ambassadors.

Success, he emphasised, is about building loyalty and having the trust of our customers: "You are the face of Nissan to those customers and your role is to help build that trust."

Prolog sales Director Ian Dignum, who was present at the opening, said afterwards: "Prolog has been asked to support Nissan on the eve of an aggressive drive for growth and development in the UK and worldwide. We are totally committed to providing the excellence in after-sales customer service that Nissan demands, and we are proud to be named as their brand ambassador in an important segment of their global market."

Offering the Nissan view on the appointment of Prolog Connect, Bev Cutler, Customer Quality Manager at Nissan Motor (GB) Ltd., commented:

"The demonstrable quality of Prolog's contact centre staff has been fundamental in our choice.

"Nissan is committed to building our brand on an unrivalled customer experience in the UK, and we are working with our dealer network and business partners ensure that

customers come back to Nissan time after time.

“Prolog Connect offers the pedigree in brand advocacy and high levels of customer service that will ensure we maintain total customer focus in one of our key markets,” she continued.

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