

SPOTLIGHT | View what our clients are saying about our awards, their outlook of the India Auto industry and their strategy for improving customer satisfaction in their organization.

How do J.D. Power Award Recipients create delight for their customers? Listen to their success stories!

#SuccessStories
#CustomerDelight

Mr. Suresh Babu, National Head—Marketing & Product Planning, Suzuki Motorcycle India Pvt. Ltd.:

“We travelled the length and breadth of the country, we actually went to the streets, spoke to the customer, we understood what they really wanted and there was some element which was missing so we really worked hard.”

Mr. Yoshimitsu Hirokazu, Executive Vice-President—Sales & Marketing, Yamaha Motor India Sales Pte Ltd.:

“Our product planning is always going to the market and talk to the customers to get the real need of the customers and our manufacturing now newly open at the Chennai plant is also the same quality level control of the Japan’s factories.”

Dr. Raghupati Singhania, Chairman & MD, Company: JK Tyre & Industries Limited:

“Be it manufacturing, be it technical, be it product design and be it sales and service—it’s the entire team which has led us to this success.”

Mr. Nigel Harris, President and MD, Ford India Private Limited:

“And I think also being modern and getting really young and fresh showrooms. If you look at the Ford’s showroom today versus Ford’s showroom years ago, now it’s really modern and innovative.”

How does the industry view 2016?

#2016Outlook

Mr. Santosh Iyer, Vice President, After-Sales & Retail Training, Mercedes-Benz India Private Limited:

“Our products are geared up; we have couple of new launches planned this year so we are positive about the market. Just hope the government regulations are stable and allow us to do good business here.”

Mr. Pravin Shah, President and Chief Executive (Automotive Division), Mahindra & Mahindra Ltd:

“As per my personal belief and based on the various projections which exist today, the industry is going to grow double digit. And not only that actually, we expect the monsoon to be near normal as compared to a deficit monsoon which we have seen in 2015.”

Dr. Andreas Laueremann, President and Managing Director, Volkswagen India Private Limited:

“We are increasing and completing our product portfolio and therefore we are very optimistic to have ourselves part in this momentum now in the market.”

Challenges and complexities are integral to the automotive industry so how do automakers tackle the challenges ahead?

#OvercomingChallenges
#KeepingAhead

Mr. Nitin Kohli, Zonal Head for North and East Region of India, Audi India:

“We will continue to launch in the new products, get the team with the dealerships which are customer centric and who would work towards betterment of the processes.”

Mr. Sanjay Gill, Global Manager Utility Tractor Engg, John Deere India Private Limited:

“And the way we keep ahead of competition is mainly by focusing on quality and education...We cannot be people who can lead on price, so what we do is, we lead on technology and education.”

Mr. Naomi Ishii, Managing Director, Toyota Kirloskar Motor Limited:

“As long as you keep taking care of your customer individually, nicely, motivating them to stay with us, delighting them, we can you know, go without being influenced by the economy or the despite of the number of new products.”

And finally how do they feel about receiving the J.D. Power Awards?

#JDPowerAwards
#NoOrdinaryAwards

Mr. Rakesh Srivastava; Division Head, Hyundai Motor India Limited:

“To receive an award from J.D. Power is one of the biggest motivation because it’s the voice of the customers that is coming to us relative to the other manufacturers.”

Mr. Kenichi Ayukawa [Managing Director and CEO], Maruti Suzuki India Ltd.:

“J.D. Power is a very important award for our industry, specially we think that it’s a testimony of our quality and service—how do customers feel. That is very important for us.”

Mr. Raman Kumar Sharma Sr. Vice President & Director, General Affairs:

“An excellent product is the strongest bond between a company and its customers and it is very rewarding to see that bond grow from strength to strength. These awards are a true testimony of the appreciation from our customers and their faith in the performance, versatility, comfort and reliability that our cars stand for.”

Mr. R. Venkatesan, Vice President—NP:

“Extending J.D. Power surveys to two-wheelers in India is a very good initiative and we really thank J.D. Power for this and the opportunity that it provides to the manufacturers to evaluate the product quality vis-a-viz the competition.”

