

## **Nissan bosses praise UK customer service centre as a model for others to emulate**

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For immediate release

Senior management at Nissan Motor (GB) Ltd have praised their outsourced service provider for offering unrivalled levels of customer and dealership support in the UK.

At a time when Nissan places top priority on unrivalled customer experience through its network of European contact centres, NMGB's Managing Director, Paul Willcox, and Network Development and Quality Director, Steve McLennan, visited the Prolog-managed Nissan Customer and Dealership Service Centre near Maple Cross to listen in to customer calls.

During the visit Mr McLennan told Prolog staff that in all areas of an independent customer satisfaction survey run by G.N. Research, they had performed ahead of their counterparts. Prolog, he said, had become a benchmark of excellence for Nissan contact centres throughout Europe.

Mr McLennan added that during at least ten Nissan dealership meetings not one complaint had been raised about the customer service team, something he challenged other car manufacturers to equal.

Speaking as the automotive industry worldwide continued to suffer the strain of recession, Paul Willcox thanked and reassured Prolog staff, stressing Nissan's strength in the UK market.

Prolog Customer Services Manager, Lydia Meehan, said afterwards: "Paul and Steve both sat with our case managers and listened in to calls. Now they will be asking other Nissan colleagues to do likewise, as part of a tight company-wide focus on customer interaction."

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**Image overleaf**



**Nissan Motor (GB) Managing Director, Paul Willcox, praised Prolog for unrivalled levels of customer and dealership support in the United Kingdom.**

## **Notes for editors**

**Prolog Connect** leads the way in outsourced contact centre services in the UK today, offering huge capacity, highly trained and motivated agents, full multi-channel service integration and internet e-enablement.

The company has built its reputation by being selective with technology and rejecting 'hide behind' multiple voicemail menus that alienate customers. Through groundbreaking research into matching caller and agent profiles, **Prolog Connect** has shown the importance of the human touch in building caller empathy – a crucial factor in customer satisfaction and brand loyalty development.

As part of its people-based approach, **Prolog Connect** places great emphasis on training, ensuring that all its agents not only have highly developed communications skills but also the product knowledge to deal with the widest range of queries at the first point of contact.

**Prolog** has more than 25 years' experience in marketing services and communications, employing more than 900 people at its expanding facilities in East Anglia, the East Midlands, Merseyside and London.

Organised into three separate divisions that specialise respectively in marketing services, contact centres and supply chain logistics, **Prolog** is the only major player able to offer total integrated solutions – everything that marketers or brand managers need under one roof.