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Nissan singles out UK 'Customer Experience' as best in Europe

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For immediate release

Car giant Nissan has singled out its customer service team in the UK as providing the best improvement in the Nissan 'Customer Experience' for Nissan companies across Europe.

In recognising staff at the Nissan Customer Service Centre in Hertfordshire for the annual Nissan Quality award, Pascal Tulliez, Nissan's European Customer Services Manager, said:

"Though a new team in the UK, the members of Nissan Motor GB's Customer Service department operated by Prolog Connect, have achieved and surpassed many of the objectives set during 2008. They have provided Nissan's customers with a high level of comfort and guidance in resolving their concerns."

He continued: "Globally, Nissan is committed to focusing on quality, for both products and customer experience. By providing our customers with a premium service through our dealer network and manufacturer support, Nissan is increasing our loyal customer base. This will be the major differentiating factor in the successful achievement of our 2009 business objectives through the global economic downturn."

Each of Prolog Connect's hand picked agents and management team received a chic Nissan GT-R jacket and a personal letter of thanks signed by Pascal Tulliez and NMGB Customer Services Manager, Bjorn Churchill.

The recognition follows a Europe-wide drive by Nissan during 2008 to enhance customer experience by focusing on the quality of help and advice offered to every customer who contacts Customer Services.

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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.