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Nissan opens key customer service centre near Watford

Nissan Motor (UK) Ltd. has chosen a Watford-based company to provide crucial after-sales customer service and support.

Opening the newly appointed Customer Service Centre at the Croxley Business Park near Watford, on Wednesday, May 14, UK Managing Director Paul Willcox pledged that Nissan is determined to become number-one for the quality of its cars and for the quality of customer experience.

Nissan's newest customer contact centre, an important part of its UK-wide customer service and support network, is being run by Prolog Connect, a marketing services provider who has been supporting blue chip brands from the Croxley site since it opened 12 years ago.

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

Located just five miles from Nissan's UK headquarters in Maple Cross, the new customer service centre is providing jobs for more than 20 hand-picked case managers and supervisors, most of them from the Watford area.

Revealing plans to increase Nissan's UK market share from 3.2 to 4.5 per cent and to

introduce Nissan 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.”

Bev Cutler, Customer Quality Manager at Nissan Motor (GB) Ltd., commented:

“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 offers the high levels of customer service that will ensure we maintain total customer focus in one of our key markets.”

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