

CHAPTER 5

CONCLUSION OF THE SURVEY

5.1 Analysis of Customer Service Management in Shanghai Volkswagen

Most Shanghai Volkswagen face customer groups are young or middle-aged. Because according to the current development of the automotive industry point of view, they face only the elderly and young people consumer groups. The quality of customer service staff is the need to improve, because in the survey, it is the most people to recommend in the aftermarket needs to improve, improve the service system, and strengthen after-sales service. Sale includes employee attitudes, the sale of the project, and the time staff to handle the problem in the aftermarket they need to improve.

In the attitude of the staff, the company has clearly defined, but may convey through many managers, the employees put into practice there will be some changes. Shanghai Volkswagen can accord to actual situations, to further improve after-sales service. They can make to each part of the design sale more specific, ensuring customer for them to get better terms in the sale process. In terms of customer satisfaction, Shanghai Volkswagen strives to do our best.

5.2 Suggestions for Improvement in Shanghai Volkswagen Service Management

Technological developments have brought about a change in the nature of services. While services were traditionally considered as non-tradable, these days it is difficult to imagine a commercial service that is not tradable within the current classifications in use. This has also contributed to the increasing prevalence of services, and of trade in services, in the economy (Welsum, 2003).

Through the introduction and analysis of the after-sales service management of Shanghai Volkswagen 4S store, we have a general understanding of the outline of after-sales service. In general, we have divided the after-sales service management into three phases: appointment/reception management, maintenance service management, the management outside the after-sales service process and the core of the entire after-sales service management (customer satisfaction). If the company wants to do a good after-sales service, it must strictly abide by these three phases, thereby improving customer satisfaction.

5.2.1 Management of Appointment and Reception

The quality of the appointment/reception determines the quality of the customer's first impression of the 4S store. After the customer enters the 4S store, everything that should be done should be paid attention to by each 4S store employee. By observing the customer's behavior, the clerk you can find someone to simulate the customer to discover

every detail that can affect the customer in this process.

Whether it is convenient for parking, whether there are enough parking spaces, whether the road passing through the middle is good, and whether the first feeling after entering the hall (that is, the overall layout of the reception hall) is to make the customer feel comfortable. Whether it is convenient for parking, whether there is enough parking space, whether the overall layout of the reception hall makes the customer feel comfortable, whether the reception staff are enthusiastic, if the customer needs to wait, whether there have enough rest areas when the customer waits and on to help customers enjoy waiting time, etc. All these problems will vary according to the layout of the 4S shop itself, the size of the venue, and the quality of the employees. Therefore, the 4S shop must start from its actual situation and adjust measures to reservations and reception in accordance with local conditions.

5.2.2 Management of Maintained Services

The quality of maintenance determines the success or failure of after-sales service and this sentence is very appropriate. Any maintenance service failed is a fatal blow to customer satisfaction. Strictly controlling the quality of maintenance is the fundamental of maintenance service management. The key to improving the maintenance quality and reducing the repair rate lies in the technical level and attitude of the maintenance technicians, because under the standard operating conditions of the 4S shop, the impact of the tools on the maintenance quality has been almost negligible (except in special cases). The technical level of maintenance technicians depends on the occasional training and assessment of 4S shops, and the work attitude of technicians is the prerequisite for ensuring the quality of maintenance.

The maintenance price is standardized and transparent, and the maintenance site is visible to customers. The first is the maintenance price, and the price of parts and accessories working hours should be standardized and placed in a position easily visible to customers. If the maintenance process is visible to customers, this can enhance the customer's trust.

5.2.3 Management beyond the After-Sales Service Process

The interaction between the customer and the 4S shop can essentially be more than just car purchases and maintenance. 4S shop tracking customer's after-sales service is also a way to effectively promote customer satisfaction. Irregularly organizing customers to carry out various meaningful activities and provide free full-vehicle inspections are effective ways for 4S stores to promote communication with customers.