



## **Introduction Document**

### Objective

To enhance the quality of customer experience at the service layer for higher customer satisfaction and retention. To package and brand the program and use it as a marketing tool to attract new customers.

### Philosophy

Deployment of quality systems and realignment of processes with focus on Net Customer Value and a personal touch in whatever we do, when bundled together render a far superior customer care system which automatically takes care of customer perceptions and customer satisfaction indices.

## The Core

**Net Customer Value**= Total Customer value- Total Customer Cost

**Total Customer value**= Tangible Value+ Intangible Value

**Total Customer Cost**= Monetary Cost +Time Cost + Effort Cost

CareMax focuses on enhancement of both the tangible in intangible customer value. Also it reduces the customer cost.

### Key Elements

Following are the key elements of CareMax:

#### Process Realignment

Review of the authority responsibility relationship, introduction of Customer Relationship Centre, empowerment of interface together render an efficient and responsible face in front of the customer.

#### Deployment of Quality Systems

An efficient proactive system to take care of output quality and efficient work flow to cut down service time and enhance the net customer value.

#### Personal Touch

It doesn't cost much but enhances the net customer value by huge quantum. It manages customer perceptions and helps retaining customers.

## Scope

- The certification program typically targets systems realignment at the dealership levels. However in case of integrated supply chains the scope widens to enhance the delivery mechanism at the manufacturer level.
- Program targets no major investments or process reengineering but it makes reasonable amount of process realignment, creates many new processes, and empowered responsibility heads.
- Program lays emphasis on systems and Certification is not only based on design and implementation of systems but on the maintenance of systems
- Program focuses on internal monitoring and empowerment and so a lot of emphasis is given to training and attitude shift.
- The program has the flexibility to have more than one certification levels to implement it in the phased manner.
- Program can be customised maintaining the quality benchmarks still borrowing the best practices from industry or existing processes.
- Program calls for a commitment from top as it entails certain fundamental changes.

## Program Cycle

CareMax Program implementation is an elaborate process and operates in following cycle:

- Study the existing system, 3R (Retain/Reserve/Reject) Analysis of processes.
- Program Customisation and Optimisation with Manufacturer Concurrence
- Branding and Packaging
- Internal Communication and Concept Selling
- Dealership level Implementation Analysis
- System Design
- Implementation
- Training and Hand Holding
- Practice Lead Time and assessment
- Certification
- External Communication

## **Advantage CareMax**

### **For the Manufacturers**

- Competitive advantage with better market perceptions
- Gives opportunities to implement systems and processes at one go making the concept selling easier.
- Third party certifications take care of the political factor and ensure no deviation beyond the tolerance limits.
- Improvement of Customer satisfaction Indices and all the related advantages.
- Proactive face at the market place.

### **For Dealers**

- Higher customer retention
- Higher Satisfaction Scores
- Higher Revenues.