



## Customer satisfaction survey for car service center in Asia

*Zeiu Automotive Resources (ZAR), a research and intelligence agency specializing in automotive, has designed a satisfaction measurement program tailored to Asia. The program is successfully implemented in Malaysia, Thailand, Indonesia, Taiwan, Singapore and Brunei.*

([PRWEB](#)) June 25, 2004 -- Customer Satisfaction has become the key operational goal for many automotive brands. They have invested heavily to delight customers and have gone into database marketing, relationship management and customer planning to get closer to their customers.

Measuring the level of satisfaction is equally critical after the implementation process. We focus on helping your business get the most out of your program by helping you and your employees understand the critical element to customer satisfaction and use the results as part of the way they do business every day.

Zeiu Automotive Resources (ZAR), a research and intelligence agency specializing in automotive, has designed a satisfaction measurement program tailored to Asia.

How does this program work?

Step 1. Understand service issues that have the greatest impact on customer's satisfaction. ZAR uses state-of-the-art derived importance techniques to do just that. In addition, we are able to tell you exactly how much more important one issue is over another so that you can focus your performance improvement initiatives appropriately.

Step 2. Next, we will pinpoint the priorities for improvement and your actions to improve customer satisfaction will be targeted to those issues that are highly important yet score moderately/poorly. Our easy-to-comprehend index is going to help you communicate the results and their implications throughout your organization.

Step 3: We help you relate the results to your business by creating linkages to internal metrics that you already use to manage your business.

Currently, ZAR's client has implemented this satisfaction measurement program in their dealership network in Malaysia, Thailand, Singapore, Indonesia, Taiwan and Brunei. The program has pinpointed specific efforts to improve satisfaction for each dealer in the country.

About Zeiu Automotive Resources (ZAR)

The team is not a new kid on the block in automotive aftermarket research and intelligence. They have conducted passenger car- and commercial vehicle-related regional and international research projects. The recent project that they completed is a commercial vehicle aftersales analysis in Indonesia. Their network covers as many as ten different markets, including Korea, Thailand, China, Hong Kong, Taiwan, Indonesia and Singapore, Malaysia, India, Philippines and Brunei. Their work includes parts distribution, market potential, customer satisfaction analysis and others. Their clients include DaimlerChrysler, Audi and General Motors.

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You may also visit the ZAR website at [www.zeiu.com](http://www.zeiu.com). For PR contacts, please write to [pr@zeiu.com](mailto:pr@zeiu.com)



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