



BOSCH

99% of Bosch Car Service customers say 'yes'

Car drivers asked about their experience at a Bosch Car Service garage confirm that they would happily use the garage again

The Bosch Car Service (BCS) nationwide network comprises over 450 independent garages, all working to an Office of Fair Trading (OFT) approved Code of Practice. Customers visiting BCS garages are invited to complete a 'Customer Satisfaction Survey', the results of which are vital for the constant monitoring of the garages performance and ability to meet and exceed customer expectations.

From January to June 2009, these surveys delivered outstanding results for the network, with 99% of customers saying they would comeback!

In 2007 the Bosch Car Service network's Code of Practice was given approval by the OFT, making it the first vehicle repair service to receive such approval. The standards in place to meet the stringent OFT requirements mean garages must provide customer service levels over and above those stipulated by law.

As part of gaining approval from the OFT, Bosch had to implement an easy-to-follow complaints procedure across the network making it easy for customers to register their complaints. Results show that 75% of customers registering a complaint were satisfied with the outcome and would use the business again. Further research shows that OFT-approved organisations receive six times fewer complaints.

In 2010, Bosch Car Service will be launching a consumer marketing campaign focusing on the powerful message, 'That's why 99% of our customers would come back'. This campaign will combine online advertising and regional customer relationship management activities, which Bosch hopes will promote advocacy and build brand loyalty among existing customers, resulting in new customer generated through referrals and word of mouth.

Details of the 450 garages nationwide can be seen at www.boschcarservice.co.uk, or customers can be put through to their closest garage by calling 08000 77 88 66.



Excellent results for the Bosch Car Service network

- 99.4% would visit an OFT-approved BCS garage again
- 99.7% rated the network as 'Excellent' or 'Good'
- 96.7% of vehicles were ready for collection on time
- 99.3% of customer calls were handled promptly