

DIMO Wins Daimler Top Accolade - 'Service Excellence Award 2014'



At the Daimler South East Asia - 'Service Excellence Awards 2014', DIMO accomplished the first position in the entire South East Asia region for 'Service Excellence' in After Sales. This was announced at the Daimler South East Asia Service Excellence Award Conference which was held in mid-December in Singapore. Being recognised as the best in South East Asia for Mercedes-Benz Service is the highest accolade DIMO has won in their 75 year history.

Success at these awards is the result of many efforts taken by Mercedes-Benz Passenger Service Team since 2010. Many initiatives, strategies and action plans were implemented to win this recognition in 2014. The highlight of the achievement is that DIMO was able to outperform the 'established and bigger' countries in the region, which includes Singapore, Thailand, Philippines, Vietnam, Malaysia, Brunei and Indonesia who have been winning this top award regularly.

This is an annual exercise carried out by Daimler AG with the objective of improving the overall quality of service at all authorised distributorships. The competition

among the countries and the exhaustive exercise brings out the best among the distributors and contributes to an overall greater service towards the customers. Moreover, Daimler AG directly contacts the customers and interviews them without the knowledge of the distributor.

Apart from being recognised as the overall winner in 2014, the Mercedes-Benz After Sales Team also reached the pinnacle in various categories. The categories include; Customer Satisfaction Index: this examined the overall customer service experience at the new facility (DIMO800), politeness of staff, time taken for repairs, ability to diagnose problems. DIMO's strategic investment; 'Mercedes-Benz Centre – Centre of Excellence' (DIMO800) also contributed immensely towards the score; Mystery Shopping: Daimler sent customer vehicles for repairs with noted defects and inspected the vehicle upon repair completion by an independent party appointed by Daimler AG to check repair quality; Net Promoter Score – Daimler also gathered scores to find out the difference between extremely satisfied customers and extremely dissatisfied customers; Fixed First Visit: this evaluated the number of vehicles repaired without having to come back for a repeat repair.

Commenting on the achievement Tharanga Gunawardena, General Manager Mercedes-Benz Service said, "this award reassures that DIMO is the best facility to look after your Mercedes-Benz in Sri Lanka and reaching international standards! We are indeed proud of our loyal staff who has worked hard to achieve this recognition and believe we are keeping our customers and their 'Stars' delighted after each visit to the Mercedes-Benz Center." Adding on, Ranjith Pandithage, Chairman – DIMO mentioned, "this honour justifies our strategic investment for the New Mercedes-Benz Center-to give all Mercedes-Benz customers 'Best or nothing'."