

Mercedes-Benz Technical Service Campaign Concludes On A High Note



'My technical specialist. My service' is the title of a free technical service campaign organised by Mercedes-Benz passenger vehicles service division of DIMO focusing on Mercedes-Benz E-Class and S-Class owners, which has now concluded successfully, attracting over 50 cars.

Daimler AG technical expert Tommy Hart conducted the ten-day campaign which was specially designed for Mercedes-Benz E-Class W211 and S-Class W221 models. Apart from the Daimler-certified technical expertise received for their cars, participants were also able to enjoy a special 25 per cent discount on Mercedes-Benz genuine spare parts. Each participant received a free technical report for their Mercedes-Benz while Hart inspected each vehicle personally and provided technical advice in relation to maintaining their 'star'.

This was a unique opportunity for Mercedes-Benz owners to meet a qualified technical expert from the manufacturer itself and get necessary advice and expertise on maintaining a Mercedes-Benz. Apart from the technical advice, the discounts on Mercedes-Benz genuine spare parts from DIMO made this opportunity more rewarding for customers.

Sharing their thoughts on this special campaign, customers who participated mentioned that only DIMO offers such initiatives in Sri Lanka frequently to ensure high quality after sales service to their valuable customers.

Customers also emphasised their satisfaction towards obtaining technical information and knowledge about their 'star' directly from internationally-experienced technical specialists once in a while to further strengthen the bond towards the brand.

“This shows our true commitment to service excellence and customer satisfaction. Almost all the customers who visited commended that this was a special service campaign organised by DIMO and they were able to obtain technical advice from the manufacturer which was a rare opportunity for them,” said Tharanga Gunawardena, general manager, Mercedes-Benz passenger vehicles service of DIMO.

Customer interest in this campaign was evident through their enthusiasm for booking time slots for their Mercedes-Benz cars. “Each day during the campaign, we were full with bookings and there was only a certain number of bookings we could accommodate per day,” Gunawardena added. “We received tremendous feedback from our customers. Our team at Mercedes-Benz service is always geared to offer the best customer care and service in the country. Campaigns of this nature further strengthens our approach and dedication for service excellence,” he said.

Last year, DIMO was awarded the number one position in the South East Asia region for service excellence in after sales for Mercedes Benz by Daimler AG. The Mercedes-Benz after-sales team at DIMO also reached the pinnacle in customer satisfaction index, mystery shopping and fixed first visit, surpassing other countries in the region during the said regional evaluations.