

## Mazda sets up dedicated CRM Centre for Oman

Customer Relations have always been a top priority for Mazda. In order to standardize the processes and ensure optimum benefits for customers, Towell Auto Centre has set up a dedicated Mazda Customer Relations Management Centre in their Athaiba corporate office.



The international processes which have been always followed will now be institutionalized in Oman through this new CRM centre headquartered in Muscat. A team of senior officials has been set up with new staff members to continue providing Mazda customers with world-class service.

This CRM centre will prove to be a point of contact for all Mazda customers. The primary functions of the centre is to address customer concerns, answer customer queries, keep customers informed about promotions, events and special rates, send out direct mailers and handle incoming emails and posts.

“In a consumer oriented business and a highly competitive market, it’s imperative to run an efficient CRM cell that will ensure customer satisfaction. At Mazda, customer service is a prime agenda and hence we set up this system to maximize efficiency and provide customers with best services,” says S Kasthuriengen, General Manager, Towell Auto Centre.

Towell Auto Centre provides quality service to all models of Mazda and makes owning a Mazda extra pleasant with its efficient after sales service and quick response time. A network of 8 service outlets and 10 parts outlets spread across the Sultanate supports customer service. It offers quick, efficient service with genuine parts available for all models and highly trained staff who pride in their quality of service. To know more about Mazda in Oman call 92888005.