

Mazda Service Drive a huge success with 620 cars driving in for expert checkup

Even the inclement weather didn't stop Mazda owners from making the most of the Service Drive that was held in Muscat from 18th to 20th of March and in Sohar & Nizwa on 21st and 22nd March. A total of 367 cars in Muscat and 253 cars in Sohar and Nizwa registered for the Mazda Service Drive.



This was the fifth time that Mazda was conducting a Service Drive in Oman with special engineers and experts from Japan. Engineers Masahiro Shimada, Minoru Morikawa, Hidehisa Matsuda and Yasuhiro Fujii from Mazda Corporation, Japan, charted out this year's drive in three stages. In the first stage, cars drove in and registered their concerns. From there, the cars were graduated to the second stage where the experts undertook a thorough mechanical check on the cars. In the third stage, a meticulous analysis on the computer is done to give the customers a final diagnosis of their cars.

Based on the free of cost advice from the Mazda experts, customers are recommended to bring their vehicles back to Mazda workshops for any parts changes or services required. If the customers bring back their vehicles before June 31st, they can also avail discounts of 50% on parts, 25% on labour and also free oil change. Over the years, an average of 60% of those who opted for the service drive have returned to Mazda workshops for repairs and services.

“After warranty, owners often drift away from company service for a variety of reasons. Thus we consider service as a great differentiator and this service drive further reinforces our philosophy of “Getting closer to customers”. If we provide good service to our customers, it can become a key factor in customer retention. The substantial percentage of customer reversals clearly shows that we are growingly becoming successful in our aim,” says Behzad Mehta, National Service Manager, Mazda.



The Service Drive campaign results in numerous positive developments for the company. It helps in enhancing Mazda Corporation's mission of customer satisfaction and retention; it sparks higher after sales business and also procures hands-on feedback on the vehicles and performance. “Our efforts are always directed towards constantly improving our efficiency and living up to customers' ever-growing expectations and demands. With

campaigns like the Service Drive we ensure our mission and reinstate our philosophy,” says Hidehisa Matsuda, Customer Service, General Manager, Mazda Office, Middle East.

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 10 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.

