



MAN Truck & Bus' 'CustomerFirst' program takes center stage at After-Sales Conference in Oman

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MAN Truck & Bus Middle East announces the successful conclusion of its 2018 After-Sales Conference marked by the strong participation of MAN partners from 14 countries in the Middle East. The company's latest customer experience concept, 'CustomerFirst', topped the agenda of the event, which was held from March 11-14 in Muscat, Oman, and attended by representatives of MAN Truck & Bus headquarters in Munich, Germany, and its regional office in Dubai.

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The conference highlighted that exploring the fundamentals of better and effective customer experience is key to the success of businesses of all shapes and sizes across industries. The attendees emphasized that enhancing customer experience is more relevant in the automotive industry as needs and expectations of consumers continue to evolve along with advancements in technology.

Dr. Richard Brown, Head of After-Sales, MAN Truck & Bus Middle East, said it is important to derive deeper insights from customer interactions to design and deliver products and services that create value and exceed the expectations of users. "The innovative customer-centric program records the perceptions of our customers with regard to service quality using a measuring system that tracks information from start to finish along the most significant customer journeys."

"Modern-day customers are more empowered and are looking for integrated and end-to-end solutions. We are convinced that integrated offering is the key for future service contracts. Dr. Brown said.

Managing Director Franz Freiherr von Redwitz added 'After we implement our 'CustomerFirst' program, we will be better positioned to offer peace of mind with every vehicle we deliver so our customers can focus on running their businesses."

The comprehensive customer service program was awarded the German Awards for Excellence 2018 in the "Products and Services - Customer Support" category by the German Institute for Service Quality and DUB Unternehmer magazine in February this year.

During the three-day conference, the representatives of MAN Truck & Bus headquarters and the regional office briefed the attendees about the latest developments in the world of business and marketing. Furthermore, members of After-Sales team of the regional office hosted workshops on four themes, such as 'Close Cooperation and Steering'; 'Fighting the Competition'; 'Commitment' and 'Focus on Customer'. In addition, participants repre-

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senting six importers in the region gave presentations on customer service initiatives they have implemented over the past year and highlighted their achievements.

During the event, the Floating Trophy for the Middle East Market of the Year was awarded to Integrated Automotive, the MAN Truck & Bus importer for Jordan. The winner was chosen on the basis of regularly submitted KPIs and the quality of business conducted over the previous year.

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MAN Truck & Bus Middle East

Since 2006, MAN Truck & Bus Middle East has been the regional representative of MAN Truck & Bus AG which is headquartered in Munich, Germany and the largest company of MAN Group. It is a leading provider of commercial vehicles and buses that are renowned for their robustness, reliability and adherence to high standards of driver and passenger comfort and safety.

MAN Truck & Bus Middle East operates through an extensive network of 35 private capital dealers and importers in 14 countries namely Afghanistan, Bahrain, Iran, Iraq, Jordan, Kuwait, Lebanon, Oman, Pakistan, Qatar, Saudi Arabia, Syria, United Arab Emirates and Yemen.

Accommodating for the demanding operating conditions in the Middle East, MAN Truck & Bus Middle East provides full-fledged turn-key solutions for both goods and passenger transportation by road through its light (TGL) , medium (TGM) and heavy-duty (TGS WW) ranges of trucks, and MAN and NEOPLAN buses that provide basic to VIP luxury transport and travel requirements.