



MAN CustomerFirst presented with the German Excellence Award 2018

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- **MAN Truck & Bus wins German Excellence Award**
- **Customer service program “CustomerFirst” delivers information in real time**

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The winners of the German Excellence Award 2018, which is presented to German companies and entrepreneurs for outstanding services, have been chosen. In the “Products & Services - Customer Support” category, the CustomerFirst global customer service program from MAN Truck & Bus came through against stiff competition. On 18 January, Björn Loose, Head of Marketing, received the award in Frankfurt.

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Munich/Frankfurt - The global, comprehensive customer service program from MAN Truck & Bus, CustomerFirst, was lauded with the German Excellence Award 2018 in the “Products & Services - Customer Support” category. The award is presented every year by the German Institute for Service Quality and the magazine, DUB Unternehmer, to companies and entrepreneurs who have stood out thanks to their excellent products, services, campaigns or initiatives. “Clearly we are setting benchmarks with our customer service program,” explains Björn Loose, Head of Marketing. “We are proud of this, but, of course, we still aspire to continually develop CustomerFirst and thereby further improve both service quality and customer satisfaction.”

Stefan Hartner, CustomerFirst global program leader adds: “We have implemented a very good, effective program. We can already see this from our internal tests, but this prize naturally caps off our commitment.” In its

MAN Truck & Bus is one of Europe's leading commercial vehicle manufacturers and transport solution providers, with an annual revenue of some 9 billion euros (2016). The company's product portfolio includes vans, trucks, buses/coaches and diesel and gas engines along with services related to passenger and cargo transport. MAN Truck & Bus is a company of Volkswagen Truck & Bus GmbH and employs more than 35,000 people worldwide.

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excellence statement, the jury found it noteworthy to mention that the program provides information almost in real time on customer satisfaction at all sales levels across 21 markets and implements direct customer satisfaction measures.

The CustomerFirst program was developed by MAN Truck & Bus to systematically record data on customer satisfaction and sustainably improve service quality. “The program records the perceptions of MAN customers with regard to service quality using a measuring system that tracks information from start to finish along the most significant customer journeys. The results are then prepared in an online reporting portal and are available to employees as early as the following day. Beginning with the workshops and moving through to sales support points and company headquarters, employees using the program receive, more or less in real time, all the information they need to fully align their current and future activities with the customer.

2018 saw the German Excellence Award presented in a total of 23 categories for the first time. A top-class jury of renowned representatives from business, media and science chose the winners. These included journalist, Heiner Bremer, and former Minister of Economics and Labour, Wolfgang Clement, who also serves as patron of the German Excellence Award. The award was officially presented on 18 January at the Frankfurt am Main offices of DVAG Deutsche Vermögensberatung.