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Indian Auto Industry's Clarion Call for Skill Development, Better Customer Experience & Upgraded technology at IVASS 2016 by World Auto Forum

2nd India Vehicle After Sales Summit by World Auto Forum showcases Industry's Priorities to take "Dialogue to Action"

World Auto Forum recently hosted the Second India Vehicle After Sales Summit at Hotel Grand, New Delhi. It brought together the entire vehicle After Sales EcoSystem across Auto Makers, Auto Dealers and Auto Suppliers.

Pankaj Narula, Executive Director (After Sales Service)- Maruti Suzuki India inaugurated IVASS2016 in the presence of Rupinder Paintal GM – OEM Business Exxon Mobil and Anuj Guglani Founder World Auto Forum. In his Keynote, Mr Narula spoke about the urgent need to work on environment and have a personal touch with Workshop employees. He also invited innovations for Water Conservation & rejuvenation at Vehicle Service Centers. Each car wash on an average consumes 200 Liters of water.

World Auto Forum also took this opportunity to give away the awards for Best After Sales Heads. Pankaj Narula- ED- Maruti Suzuki, Rajendra Bhat- Head- After sales- TVS Motor Co and Sanjeev Garg- Global Head- Customer Care- Tata Motors CVBU became WAF Stars for 2016. The Hon'ble Jury of WAF awards, Sponsor Partners joined Anuj Guglani, Founder World Auto Forum in rewarding and recognizing the winners of World Auto Forum Awards. An Award based on one of the toughest selection process in the world viz the Quadruple Elimination Process (QEP) by World Auto Forum.

The Valedictory Session was presided by Sanjeev Garg, Global Head Customer Care Tata Motors Commercial Vehicle Business Unit and Rajesh Mukhija, Head After Sales, Hero MotoCorp.

The Summit drew participants from almost every Auto Maker across Passenger vehicles, Commercial vehicles and Two Wheeler and several of their Key dealers and suppliers.

During the First Power Panel, it was mentioned by the Industry Captains that Profitability, Customer satisfaction and employee retention have to go hand in hand and that's the single most important success mantra for any auto business.

Panelists who powered this panel were- Rajesh Mukhija, Head After sales Hero MotoCorp, Nalin Kapoor, COO CarDekho.com, Tanuj Pugalia MD Gallops Motors, Madan Mohan MD Deneb & Pollux, Avik Chattopadhyay, Co-Founder Expereal, Alok Kapoor Head Marketing Mahindra First Choice.

They even discussed how digital and e-commerce are transforming Brick and Mortar to Click and Mortar and other blended Business Models.



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Sanjeev Aggarwal, After Sales Head Nissan India shared great examples on changing customer needs & wants in vehicle after sales. He also elaborated how they celebrate each customer.

S Punnaivanam, Head After Sales Hyundai Motor India very effectively showcased how Hyundai is innovating with its service marketing initiatives. He even presented a crisp and effective Industry Round up on Service Marketing Initiatives.

Rajesh Mukhija, Head After Sales, Hero Moto Corp spoke about the challenges and opportunities in 2 Wheelers Segment After Sales Service. He mentioned how the urban and rural market distribution would come at par in next few years.

Alexis Joseph, Head After Sales, Audi India spoke about the future technologies and how connected cars shall soon be a reality. He showcased Driverless Cars capability of Audi AG and how it shall soon be a part of everyday life in little ways, like Park Assist, if not pure driverless.

Alexis Joseph expanded the Key note into a panel discussion on the same topic. Panelists viz Pankaj Chandak Head After Sales & Parts FCA India Automobiles, S Punnaivanam Head After Sales, Hyundai Motor India, TVC Rao Group Service Head, Landmark group and Sanjeev Aggarwal Head After sales Nissan India. They elaborated and shared how technology is changing vehicle service, revenue and thus customer experience and expectations.

The Post Lunch session was energized by JP Verma, VP – After Market, VE Commercial Vehicles as he shared the CV After sales challenges, Successes & Road Ahead.

Rajendra Bhat, Head After Sales TVS Motor Co shared innovations in the 2 Wheeler after sales Service domain. He is also a WAF Star 2014 & 2016

Sanjeev Garg Global Head Customer Care Tata Motors Commercial vehicle Business Unit (CVBU) took the stage and fired all cylinders during his Global Key Note. He shared the TML CVBU Success Story. He discussed how no Policy is cast in iron and how they hand hold, empower and encourage the dealers to raise the Performance bar each time.

IVASS 2016 finished with a big bang when the panelists had intense discussions with several key takeaways for Action on the theme, “Business Excellence powered by Skill Development & Training”. It was the last session and still a full house when Anuj Guglani Founder World Auto Forum moderated the Power Panel with Dilip Chenoy, Past MD-National Skill Development Corporation (NSDC), SK Chaturvedi, CEO- Automotive Skill Development Council (ASDC) , Sanjeev Garg, Tata Motors CVBU, Rajesh Mukhija, Hero MotoCorp and Alexis Joseph from Audi India.

A National Level Skill Competition for windshield Technicians was suggested by Sika Group to ASDC, which the former are ready to support. The Industry requested for better outreach by Skill Development Councils and in turn promised wider sharing and distribution of knowledge amongst its middle and entry level professionals for skill development and engagement with the councils.

The Industry, Academia & Govt Agencies came together for the second IVASS and vowed to take the dialogue to Action, the World Auto Forum Way!

The Gold Partners of IVASS 2016 were :

1. Exxon Mobil- World's largest publicly traded international Oil & Gas Company
2. Gallops Motors- Class Leading Multi Brand Auto Retail Chain of India
3. Jan Oorja - Producing Bio CNG from Waste for Nation Building.

There was active participation from Sika Group- Global Leaders in Sealant technologies, Autoji – Auto Parts Distributors for Hyundai, Ford, 21 North- Innovative Pick & Drop Driver Solutions for After Sales, Gi Social – India's leading Digital Marketing Specialists, I'm here 24X7 – India's brand new GPS Provider and IIT Delhi.

Special mention of an Innovative Solution that was on display at IVASS 2016 – MotorUncle.com, in short MU.

MU is a new way of researching & Buying Cars for Buyers. MU aggregates 12 parameters report card of each and every car based on All India Experts rating and that car's actual user's rating & experience. Several Participants could be heard chanting, "Its time to MU!"

IVASS is on the second Sat of Dec each year and now shall return on sat, 9 Dec 2017.

IVASS2016 Pics : <https://www.facebook.com/worldautoforum>

About World Auto Forum

World Auto Forum (WAF) connects Auto Vendors, Auto OEM's and Auto Dealers in 125 countries. It felicitates meeting of minds, meeting of people across borders for innovation, business, skill development and a clean environment

India Vehicle After Sales Summit (IVASS) by World Auto Forum, each year, gets the Vehicle After Sales Heads form Auto Makers, their Dealers and Suppliers in a hall for a day to take "Dialogue to Action"

To learn more, visit <http://worldautoforum.com/ivass>
Official FB page: <https://www.facebook.com/worldautoforum/>
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