

## #7 CUSTOMER CARE

### SIX ESSENTIAL TIPS FOR GREAT CUSTOMER SERVICE!

#### 1. Maintain An Attitude of Service Excellence!

- Speak well of your organization
- Respond quickly and cheerfully to all customers
- Reprioritise work when customer needs arise

#### 2. Identifying Customer Needs!

- Ask customers probing questions
- Recognise all customer needs and respond with respect
- Identify customer needs expressed verbally and non-verbally

#### 3. Use Customer-Friendly Body Language and Words!

- Greet all customers with a smile
- Use a cheerful and enthusiastic tone of voice
- Practice open and friendly body language and eye contact

#### 4. Practice Excellent Service at Every Customer Contact Point!

- Be cheerful at every customer contact point
- Keep all customer areas clean and neat
- Address problems on the spot before customer become dissatisfied

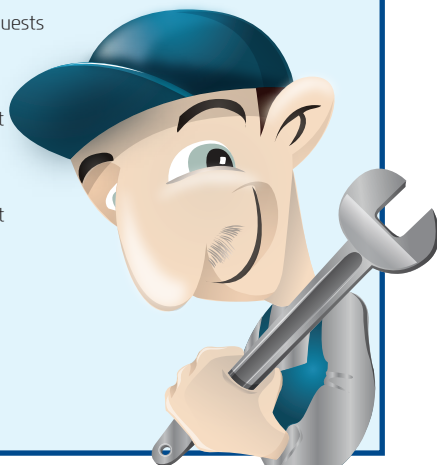
#### 5. Handle Difficult Customers with Care!

- Allow angry customers to vent by listening carefully
- Use problem-solving skills to resolve issues before they escalate
- Don't take a customer's anger personally

#### 6. Exceed Customer Expectations!

- Anticipate needs and special requests
- Act quickly to delight customers
- Shock your customers with great service they do not expect

\* extract from  
[www.customerservicetraining.net](http://www.customerservicetraining.net)



## MANAGING DIRECTOR'S MESSAGE



Dear Colleagues,

Hyundai-Sime Darby Motors (HSDM) is setting up six more 3S centres this year to reach out to its customers, making its services easily accessible to them. The continuous expansion of Hyundai's network of 3S centres will enhance customer ownership experience with one-stop facilities offering integrated sales, service and parts to cater to their automobile needs.

In the last four years, HSDM and its dealers have invested RM146 million to set up 3S centres nationwide to cater to the increasing number of Hyundai vehicles on the road. With the completion of these six new 3S centres, Hyundai will have a total of 29 3S centres nationwide by the end of the year. The 29 3S centres with capacity to service 23,000 vehicles a month will improve service efficiency with a shorter turnaround time. In March, we launched Auto Lim Bros 3S Centre in Sg. Petani and Mawanis Sdn Bhd in Cheras. The other four will be launched in due time.

To enhance the ownership experience, training programmes for service and technical personnel are ongoing to enhance the quality of service offered by the 3S centres to improve customer relations. HSDM will also be introducing enhanced after-sales programmes and activities which offer greater value to Hyundai customers. These will include service on Sundays for the convenience of customers and labour free service on Wednesdays at selected service centres. Additionally, complimentary services such as a free 20-point inspection, G-Scan Digital Vehicle Health Screening and car wash will be offered at all authorised Hyundai service centres.

We also released the Sport series variants of our existing Hyundai models and launched the much awaited i30 for the Malaysian market. Yes, we have been busy increasing the Hyundai brand value.

Happy Reading!

LAU YIT MUN  
Managing Director,  
Hyundai-Sime Darby Motors

## SONATA CLUB MEGA TEH TARIK GATHERING & TREASURE HUNT



Mission accomplished – a group photo for remembrance

**23 February 2014, Glenmarie** – A total of 70 Hyundai Sonata car owners from the Sonata Club participated in the Mega Teh Tarik Gathering & Treasure Hunt that was flagged off at SDAH, Glenmarie. The convoy activities were made exciting by a series of treasure hunts along the way to destination Genting Highland. Hyundai Malaysia convoyed with them and also sponsored the 1st, 2nd and 3rd prizes for the winners. The activity provided a platform for Hyundai Sonata owners to get to know each other and expand on the Hyundai ownership experience.



A great vantage point for treasure hunting



Club members with SDAH Glenmarie Sales Manager-Joey Lin

## ELANTRA CLUB CELEBRATES 2ND ANNIVERSARY AT CITTA MALL



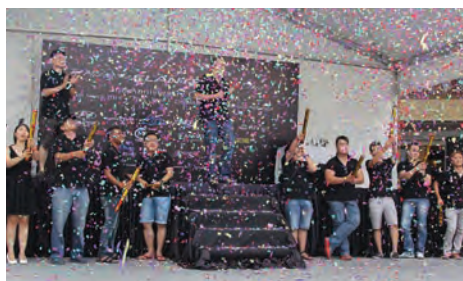
Proud Elantra Club owners



An impressive line-up of shiny clean and well kept cars

**29 March 2014** – The Elantra Club Malaysia (EMC) organised their 2nd anniversary at the Citta Mall to commemorate where the model was launched in Malaysia.

A total of over 100 Elantra owners showed up together with their families. Hyundai Malaysia was there showing support by setting up the Before Service to offer Free 20 point inspection and GDS/G-Scan digital hoalt. Besides, latest models were displayed like the newly launched i30 and Elantra Sport. Test drive were also made available.



No holds barred celebration with confetti canons fired



The Before Service Area

## HYUNDAI i30 LAUNCHED FOR MALAYSIAN MARKET



**27 March 2014, Cheras** – The launch of the new generation i30, Hyundai's best selling model in Europe, was held simultaneously with the grand opening of Hyundai's 25th 3S centre. It is powered by Hyundai's NU 1.8 MPI engine with Dual-Continuous Variable Valve Timing (DVVT) that produces a maximum power of 150ps at 6,500 rpm and torque of 178Nm at 4,700rpm. Hyundai's in-house 6-speed automatic transmission also adds to the dynamic performance of the car with outstanding fuel economy.

The interior of the new generation i30 is roomier than the previous model with one of the longest wheelbases in the C-segment. The increase in the overall length and width offers more space for occupants and more cargo space for luggage. The i30 has a boot capacity of 378 litres with the rear seats upright and 1,316L with rear seats folded - an increase of 10% compared to its predecessor.



It has an advanced cockpit area with a touch-of-a-button convenience. Smart features of the new i30 include a panoramic sunroof that can be fully opened or tilted offering passenger flexibility and functionality, a large TFT Supervision cluster that provides a wide range of essential information to the driver in high resolution clarity, parking assist system, a smart key, a rain sensor and a host of other impressive features that are just a button away.

## HYUNDAI SPORTS SERIES HITS THE MARKET



The Tucson Sport



Elantra Sport



Sportier Grand Starex Royale Premium

**26 March 2014** – In conjunction with the launch of the Sg. Petani 3S centre, AutoLim Bros Sdn Bhd, HSDM previewed four Hyundai sports edition models namely the Elantra Sport 1.6 and 1.8, Tucson Sport, i40 Sport and sporty new Grand Starex. Hyundai-Sime Darby Motors (HSDM) aims to expand the variant options of these popular models with the introduction of the Sports Series and is targeting motorists who are enthusiasts of sporty vehicles. The new Sports Series is now open for booking at all Hyundai showrooms.

The Sports Series features a new bodykit and other enhancements such as a new grille, sports rims, LED lights, roof rack for some models and much more. According to Mr Lau Yit Mun, Managing Director of HSDM, the launch of the Sports Series will create excitement for the popular Hyundai models. "We hope to be able to cater to a wider market with this new offering. The Sports Series offers a refreshing sporty look which we hope will attract younger car buyers," said Mr Lau.



i40 Tourer Sport

## AUTOLIM BROTHERS SDN BHD – SUNGAI PETANI 3S CENTRE OPENS



The newly launched Hyundai 3S Centre in Sg. Petani



Ribbon Cutting Ceremony – (L to R) Ms Audrey Byun, Mr Lau Yit Mun, Mr Lim Tiang Soon, Mr Lim Tiang Beng, Mr Lim Tean Choy, and Mr Ong Siak Chuah



Plaque Signing Ceremony – (L to R) Mr Lau Yit Mun, Ms Audrey Byun, Mr Lim Tiang Soon, Mr Lim Tiang Beng, Mr Lim Tean Choy and Mr Ong Siak Chuah

**26 March 2014, Sg. Petani** - The largest service centre in Sungai Petani is all geared to serve Hyundai customers in Sungai Petani and neighbouring towns with the opening of Hyundai's 24th 3S centre, AutoLim Brothers Sdn Bhd (AutoLim Brothers).

The opening of the new 50,000 sq ft 3S centre also coincided with an exclusive preview of Hyundai's Sports Series.

With a total investment RM5.54 million, the new 3S centre will serve 2,100 Hyundai customers in Sungai Petani, Gurun, Semeling, Merbok, Tanjung Dawai, Kuala Ketil, Baling and Bertam. The spanking new facility houses a showroom, five service bays, a well-equipped customer lounge and a spare parts centre.



Preview of the Elantra Sport at Hyundai's 24th 3S Centre Launch

## MAWANIS – BIGGEST HYUNDAI 3S CENTRE OPENS IN CHERAS



The newly launched Hyundai 3S Centre in Cheras



From L to R – Mr Dennis Ho, Mr Lau Yit Mun, Mr Sung Jung Kim and Mr Kim Hoo-Keun with the newly launched Hyundai i30

**27 March 2014, Cheras** – The launch of the new generation i30 was held simultaneously with the grand opening of Hyundai’s 25th 3S centre - Mawanis Sdn Bhd (Mawanis). This new 3S centre will serve the Hyundai community in Cheras and its neighbouring vicinity.

This is Hyundai’s biggest 3S centre thus far with a land size of 65,337 sq ft. It is fully equipped with 7 service bays including two Quick Service bays, a showroom, and a spare parts centre. Its service area has a throughput capacity of 24 vehicles a day, thereby reducing customer waiting hours. Mawanis invested a total of RM6 million to set up the 3S centre. The centre offers end-to-end automobile services as well as other value added innovative services including pick-up and delivery service, free labour service on Wednesdays, complimentary car wash upon service and a self-sufficient customer lounge.



**FOC WED**

**Happy Wednesday Treat**



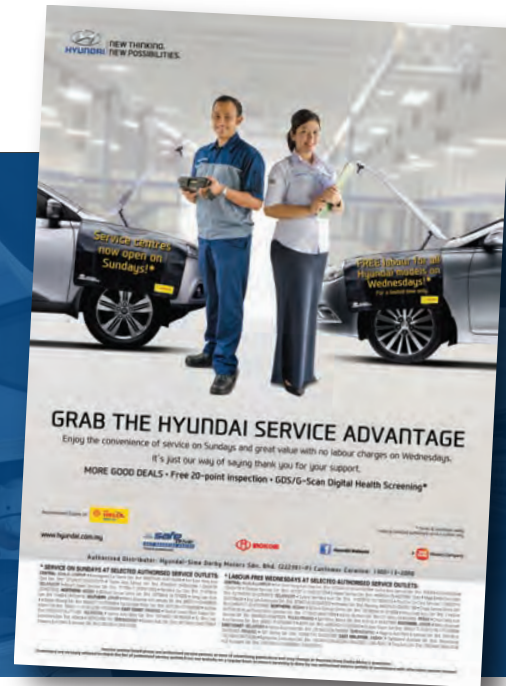
From L to R – Mr Mervin Chan, Mr Kim Hoo-Keun and Mr Lau Yit Mun at the plaque signing ceremony



New Generation Hyundai i30 Sport

## RECENT PROMOTION

Hyundai ran a promotion to inform customers that they can enjoy the convenience of servicing their cars on Sundays and enjoy no labour charges at selected service centres. The deal gets better with FREE 20-point inspection and GDS/G-Scan Digital Health Screening. Terms & conditions apply.



## WELCOME TO THE HYUNDAI FAMILY!

	Location	Organisation Unit	Employee Name	Position
1	Glenmarie - HQ	Marketing	Muhammad Asyraf bin Mohd Azmi	Executive - Product Development
2	Glenmarie - HQ	Marketing	Sua Yi Jack	Executive - Marketing
3	Glenmarie - HQ	After Sales - Customer Service	Suresh Pair a/I Gobinathan Pair	Service Advisor
4	Glenmarie - HQ	After Sales - Technical	Muhammad Nabil bin Zakaria	Technician
5	Ipoh	After Sales - Customer Service	Sivaraj a/I Sinnathamby	Service Advisor
6	Plentong	After Sales - Customer Service	Khairul Rezza bin Masdar	Service Advisor
7	Plentong	After Sales - Technical	Amirullah bin Jamaludin	Technician
8	Central	After Sales - Parts	Santini @ Didie bin Manggilin	Supervisor - Parts
9	Central	After Sales - Parts	Hari Haran a/I Eran	Supervisor - Parts
10	Kota Damansara	After Sales - Technical	Muhajir Khalis bin Hassan	Senior Technician
11	Kota Damansara	Sales	Muhammad Suhail bin Mohd Selamat	Sales Specialist
12	Kota Damansara	Sales	Suhaimi bin Mohamad	Sales Specialist
13	Kota Damansara	Sales	Nur Ain Fathiha binti Abd Aziz	Office - Admin
14	Kota Kinabalu	Sales - Admin	Gabriel Lee Chuen Loong	Sales Specialist
15	Kota Kinabalu	Sales - Admin	Dick Vun Boon Tung	Sales Specialist
16	Kota Kinabalu	Sales	Chaw Vun Lieh	Sales Specialist
17	Kota Kinabalu	Sales	Lawerence Vincent	Sales Specialist
18	Kota Kinabalu	Sales	Chan Nyuk Ming	Sales Specialist
19	Kota Kinabalu	Sales	Wong Lee Shieh	Sales Specialist
20	Kota Kinabalu	Sales	Yee Tshun Vui	Sales Specialist
21	Kota Kinabalu	Sales	Teresa Tsen Shui Hen	Sales Specialist
22	Kota Kinabalu	After Sales - Admin	Fauziah binti Mohd Kassim	Clerk cum Cashier
23	Kota Kinabalu	After Sales	Lo Ching Vui	Technician
24	Glenmarie	Sales	Low Teck Kiong	Sales Manager
25	Glenmarie	Sales	Rozina @ Roslina binti Mohamad @ Eh Hood	Sales Specialist
26	Glenmarie	Sales	Loo Tee Wah	Sales Specialist
27	Glenmarie	Sales	Ahmad Firuz bin Mohd Amin	Sales Specialist
28	Glenmarie	Sales	Teoh Siew Gaik	Sales Specialist
29	Glenmarie	Sales	Chai Cheng Liong	Sales Specialist
30	Glenmarie	Sales	Faizal bin Hashim	Sales Specialist
31	OKR	Sales	Saidatul Nur Anterah binti Tajul Aurush	Officer - Admin
32	OKR	Sales	Chong Zhen Yip	Sales Specialist
33	Penang	Sales	Tan Bee Lan	Sales Specialist
34	Penang	Sales	Cheah Tee Shang	Sales Specialist
35	Shah Alam	After Sales	Mohd Khairil Anuar bin Mohd Kamil	Technician
36	Shah Alam	After Sales - Technical	Muhammad Hatiff bin Baharuddin	Technician

## HYUNDAI MOTOR REVEALS CAPABILITIES AND SHOWS VISION FOR FUTURE MOBILITY



Epitomising the joy and freedom that should be associated with personal mobility

**5 March 2014** - At the 2014 Salon International de l'Auto in Geneva, Switzerland, Hyundai Motor unveiled Intrado, a daring and provocative concept car that envisages how cars can engage and enrich lives.

Intrado shows the company's optimistic vision of a future where mobility is more enjoyable and more relevant. Far more than a styling exercise, Intrado demonstrates Hyundai's belief that advanced vehicle technologies and intelligent design can combine to engage more effectively with driver and passengers. The car's use of lightweight materials, radical construction methods and advanced powertrain raises efficiency, while the design focus inside and out is on meeting the needs of consumers with busy lifestyles.

Intrado is the first Hyundai to have been developed under the direction of Peter Schreyer, who became President and Chief Design Officer of Hyundai Motor Group in January 2013.



Effortless and sensual, Intrado reflects the open-mindedness and constant renewal of the Hyundai brand

## HYUNDAI MODELS HONOURED WITH "BEST BET" AWARDS

**7 March 2014** -The 2014 Hyundai Santa Fe Sport and 2014 Sonata have both been named "BEST BETS" in the 34th edition of The Car Book, America's original consumer car buying guide. This year marks the fourth consecutive year the Hyundai Sonata has earned this distinction.



The Santa Fe... again

The publication's "BEST BETS" distinctions are awarded to new vehicles each year which cater to the needs of American consumers, and in turn, make a significant contribution to the American automotive market. Vehicles are rated in nine key Car Book categories: crash tests, safety features, rollover, preventative maintenance, repair costs, warranty, fuel economy, customer complaints and insurance costs.



Sleek slender winner, the Sonata

## IKER CASILLAS AND RICARDO KAKA AS BRAND AMBASSADORS FOR 2014 FIFA WORLD CUP BRAZIL



Standing proud, Kaka(L) of host nation Brazil and sporting legend from Spain, Casillas (R) flanking the Santa Fe

**11 March 2014** - Hyundai Motor Company, the official partner of the Federation Internationale de Football Association (FIFA), announced that it has selected Spaniard Iker Casillas and Brazilian Ricardo Kaká as its worldwide Brand Ambassadors for the 2014 FIFA World Cup Brazil™.

Casillas, currently goalkeeper with Real Madrid C.F., has participated three times in the FIFA World Cup™ and is considered one of football's greatest keepers. Likewise, Kaká, a midfielder with A.C. Milan, has also played in the FIFA World Cup™ three times and was awarded the 'FIFA World Player of the Year' and the 'Ballon d'Or' in 2007. Additionally, in Brazil, Hyundai Motor chose Oscar Emboaba, Chelsea midfielder, as the local representative of the brand for the tournament.

The Brand Ambassadors will play a central role in building relationships between Hyundai Motor and football fans, through a broad range of marketing activities this year. Activities will include television and print advertisements, digital marketing programs and on-site events.

Hyundai Motor's partnership with FIFA began in 1999 and is currently set to run until 2022. Hyundai Motor has successfully supported major events such as the FIFA World Cup™ in Korea-Japan (2002), Germany (2006) and South Africa (2010), as well as other competitions such as the FIFA Confederations Cup. The successful sponsorship of international football has contributed greatly to Hyundai Motor's strong and continuously-improving brand awareness and image.



**Iker Casillas Fernández (Spain, 32)**

- Current Team/Position: Real Madrid C.F. (Joined in 1999)/Goalkeeper (Captain)
- Member of Spain National Team since UEFA EURO 2000™ (Captain)
- Member of Spain National Team at 2002 ~ 2010 FIFA World Cup™
- Awarded as 'Best Goalkeeper' at 2009 LFP Award
- Received 'Adidas Golden Glove' award at 2010 FIFA World Cup South Africa™
- Awarded as IFFHS 'World's Best Goalkeeper' in 2008, 2009, 2010, 2011, and 2012



**Ricardo Kaká (Brazil, 31)**

- Current Team/Position: A.C. Milan (Joined in 2013)/Midfielder
- Member of Brazil National Team at 2002 ~ 2010 FIFA World Cup™
- Awarded as 2004, 2007 Lega Serie A 'Player of the Year'
- Awarded as 2007 'UEFA Best Player in Europe Award'
- Awarded as 'FIFA World Player of the Year' and 'Ballon d'Or' in 2007
- Awarded as 'Adidas Golden Ball' at 2009 FIFA Confederations Cup™