

Kia service plan is a world first

Workshop efficiency trials start in Sydney and Melbourne before national and global roll-out

By Neil Dowling

■ **AUSTRALIA** is the global pilot to a customer-focused workshop initiative aimed at boosting service efficiency, cutting costs and providing transparency to the service process.

The process, called Customer Value Innovation System (CVIS), has been

introduced initially by Kia Motors Australia at its dealerships in Parramatta in Sydney's west and Dandenong in Melbourne's south-east.

The CVIS program has been devised to move Kia another step towards the company's "fix-it-right-first-time" goal. One of the program's key

performance indicators will be reducing the customers' waiting times.

Following the development and initial operational testing of the system, it will be rolled out to further Australian dealerships and overseas markets.

Kia's general manager of aftersales, Phil Murray, said

"it's the best service program I've ever seen".

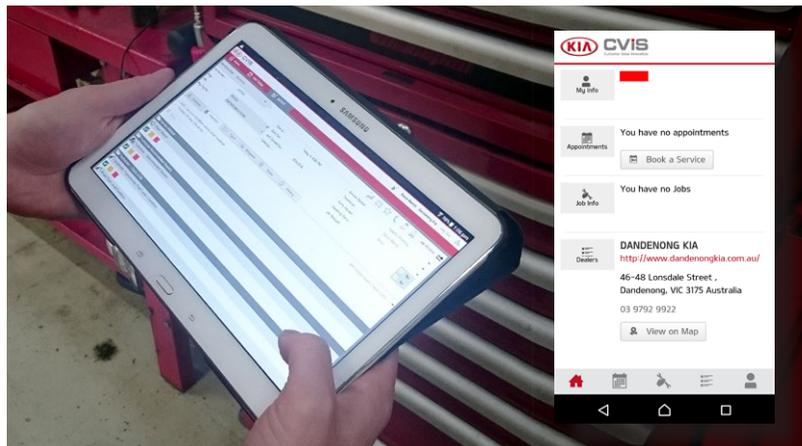
"We're taking the mystery out of the service process," he said. "We have had very good early response. When the dealers get involved in it, they will be very happy.

"Already we have some multi-franchise Kia dealers who are so positive about it

that they want to expand it to incorporate it into the service process of other brands."

Kia told GoAutoNews Premium that CVIS will increase the dealership's workshop productivity and profitability and become a vital tool in retaining customers.

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 “Customers can find the process of getting their cars serviced quite daunting,” Mr Murray said.

“We’re offering transparency and clarity to the customer. CVIS is a lot more effective than any program used before because it keeps the customer involved.”

Mr Murray said only a few dealers were offering the app to customers at this stage but that more were being added.

The app allows the customer to select the dealership that suits them best, make a service appointment – using a smartphone or tablet – and follow the progress of the car’s service or repair. Support includes cost estimates and photographs.

“Normally this interaction

between the customer and dealer is done by the DMS (dealer management system),” Mr Murray said.

“Now the DMS runs parallel to CVIS. This interaction allows the data from DMS to be transferred to CVIS and vice versa, so it’s fully integrated and easily accessible by the dealer.”

Mr Murray said one of the advantages of CVIS was its ability to communicate quickly between parties, including the customer, the workshop technician, the service advisor and the parts department.

“The technician isn’t walking around searching for parts,” he said. “Everything is at hand because it has been organized beforehand. That means the workshop is more

productive and this spells greater efficiencies and less cost to the dealership.”

Kia’s workshop in Dandenong integrates the CVIS and DMS systems and is the first in the country to have the programs in close operation.

“It is the test pilot for the world,” he said.

“We are the first market in the world with this technology with others around the world to follow,” he said.

Mr Murray said CVIS is an extension of the “superservice” concept designed by global software company Infomedia that started within Kia some years ago.

“CVIS builds on the ‘superservice’ concept,” he said. “It is an initiative from

Kia in Korea but uses the Infomedia software.

“For the customer, CVIS gives confidence in the dealer and it takes the mystery out of the service process.

“We’ve had very good early response. When the dealers get used to it, it will work well.”

Mr Murray said the tools a Kia dealer needs to use CVIS starts with hardware to suit two or three workshop bays.

“That hardware would include two video screens – and many dealers already have these – and the tablets for the service advisors,” he said.

“The cost is minimal – we estimate about \$2000 to \$3000 for a dealer workshop to have all the tools needed

to implement CVIS. The running cost is then about \$350 a month.

“This has been a long time coming and I’m very excited about this.

“It’s very efficient, it means there’s no double handling in the workshop or by the service advisors, it’s better for the dealer, and most importantly it’s better for the customer.”

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