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Customer satisfaction inspires New Holland Dealer Aftersales Convention

The impressive Customer Centre at New Holland's flagship tractor plant in Basildon played host to the brand's dealers from across the UK and Republic of Ireland for the 2014 Dealer Aftersales Convention.

More than 70 key staff arrived for the event on November 4th and 5th where the New Holland commercial team showcased the best practice methods alongside new and exciting aftersales initiatives designed to bring the very best support to the customer.



New Holland Aftersales Commercial Manager James Carroll said: "As is the case in all areas of our business, we at New Holland are constantly striving to provide a 'best in class' experience to our customers, and our aftersales commitment is no exception. That's exactly what the 2014 Dealer Aftersales Convention was all about.

"The market is very competitive and we recognise the customers' requirement for a professional, trusted and responsive aftersales service. We understand that this is a key consideration in the buying choice of potential customers and, like them, maximising machine productivity and efficiency by minimising downtime is of the highest importance to us.

"The dealer staff have gone back to their customers with updated knowledge, fresh expertise, and an unrivalled hunger to keep the New Holland brand at the forefront of people's minds. 2015 is going to be a big year – watch this space."

A series of workshop sessions unveiled the new aftersales initiatives set to hit the market over the coming weeks and months.

This included updated technical support processes and growth of the New Holland Technician Training Certification Program, which runs alongside the industry-recognised Landbased Technician Accreditation scheme (LTA), and New Holland's technician apprenticeship scheme.

The sessions also focussed on the tools available to adapt the various aftersales services to each customer's unique requirements and how to bring the range of offerings to the market.

There was also insight into the work that has been done to bring customers closer than ever to the New Holland brand in order to continue to strengthen the support that the dealer network is able to provide.

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One of the attendees was Edmund Lindley, Dealer Principal of Oakes Bros in the south of England. He said: "The content was very pertinent and very good. It gave us all the feeling that there was a real desire to strengthen the professionalism of aftersales care.

"It felt like we're going in the same direction and there is a joined-up approach from selling the product right through to the aftersales process. After all, if you get it right at the first sale, you make it easier for the next."

Dan Haynes, Group Aftersales Manager at Lloyd Ltd, which serves customers across the north of England and the Scottish Borders, added: "As New Holland dealers, Lloyd Ltd understand that our customers are constantly striving for improved efficiency and therefore expect not only industry-leading machines, but also industry-leading aftersales support from their local dealer.

"By our Service teams attending the New Holland Aftersales Conference it allows us to be fully conversant with the New Holland aftersales products, enabling us to ensure that we select aftersales packages that are tailored to our individual customers' requirements and allows us to assist in the development of new products as they become relevant in the market place."

New Holland Agriculture's reputation is built on the success of our customers, cash crop producers, livestock farmers, contractors, vineyards, or grounds care professionals. They can count on the widest offering of innovative products and services: a full line of equipment, from tractors to harvesting, material handling equipment, complemented by tailored financial services from a specialist in agriculture. A highly professional global dealer network and New Holland's commitment to excellence guarantees the ultimate customer experience for every customer. For more information on New Holland visit www.newholland.com

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Press contacts:

Sara Sebastianelli, New Holland Agriculture. Phone: 01268 295 268,
email: sara.sebastianelli@newholland.com

Claire Oakley or Tracy Mannion at Remarkable Public Relations. Phone: 01962 893 893,
email: Claire.Oakley@remarkablepr.co.uk or Tracy.Mannion@remarkablepr.co.uk

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