

13/11/2014

New Holland Customer Service goes social on Twitter @NHTopService

New Holland has launched a new customer service Twitter account, opening a new channel for customers in Europe, Africa and the Middle East to contact the New Holland Top Service team. This means that farmers are now able to call on the brand's customer service support not only by phone and email, but also through Twitter. All requests made through the Twitter account will receive the same attention and follow the same processes than those coming through the existing phone and email channels. Responses will be fast, making the most of the immediate nature of Twitter, and requests followed up until the customer is fully satisfied.



The [@NHTopService](https://twitter.com/NHTopService) account is manned by a dedicated team, which has been trained to provide support through this channel, every day from 9 am to 6 pm CET.

The brand has a strong Social Media presence through its corporate accounts on Facebook, Twitter, Flickr, Google+ and You Tube. The addition of a new Social Media channel to deliver customer service is a natural evolution for the brand, given its approach to supporting farming businesses by being at their side and easy to reach at all times.

The launch of the Top Service Twitter Account in Europe, Africa and the Middle East is the first step in New Holland Agriculture's Social Caring Strategy. Accounts will be activated for the different regions around the world to extend this service to farmers around the world.

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

New Holland Agriculture is a brand of CNH Industrial N.V. (NYSE: CNHI /MI: CNHI) a global leader in the capital goods sector with established industrial experience, a wide range of products and a worldwide presence. More information about CNH Industrial can be found online at www.cnhindustrial.com

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<http://www.facebook.com/NHAgriUKandROI>



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