

Maruti Suzuki launches NEXA: A New Premium Automotive Experience

Relationship Managers, Digital-enabled customer care and Showroom Design are among high points

New Delhi, July 23, 2015: Maruti Suzuki India Limited (MSIL), leader in the Indian automobile industry, today launched NEXA, its new premium sales channel. NEXA marks the first initiative by an automobile company to go beyond selling cars and create a new format of retail experience for the customer.

Nearly 100 NEXA showrooms will come up across India over the next 6-8 months.

Maruti Suzuki has consistently led the industry in terms of reach, depth and quality of sales and service network. The high level of customer satisfaction at the network has contributed to the Company achieving a market share in the range of 45%.

To attain its medium term goal of two million annual sales by 2020, the Company is taking new initiatives in all areas of business. NEXA is one of the major initiatives. The Company is reaching out to new segments of customers emerging in a changing India.

Over the years, Maruti Suzuki has relied on customer feedback to introduce new products and create new categories. It was also the first to offer a bouquet of “solutions” to customers (insurance, finance, trade-in of pre-owned cars) at its dealerships. The next step is taking the lead in offering customers “experience”, through NEXA.

Customer feedback and surveys have shown there is a growing segment of car buying Indians who desire and value personal care, warmth and attention in their car buying and ownership experience. They want people, technology, showroom ambience and processes to come together and offer them a “premium experience”. These customers want to be pampered! NEXA is designed for this segment of customers.

Maruti Suzuki India Limited’s Managing Director & CEO, Kenichi Ayukawa said: *“NEXA provides a new experience of hospitality from Maruti Suzuki. Indian market and Indian society are rapidly changing and new segments of customers are emerging. We have to take new initiatives to meet diversifying expectations from our customers”*.

He added: *“The mission of NEXA is to offer innovative value and direction so that we can adequately respond to the new segments of Indian customers and offer them the experience which they value. While we will of course continue to enhance customer satisfaction in our current network, with NEXA, I am confident Maruti Suzuki will be able to cater to a broader range of customers who value pampering, innovation and a personal touch in their car owning experience”*.

S-Cross, India’s first premium crossover that debuts in August 2015 will be the first car to be sold under NEXA. Several new models will be added to both channels as part of the Company’s medium term goal of 2 million annual sales by 2020.

The NEXA Experience – Many firsts

NEXA is Maruti Suzuki’s pioneering initiative to create a new format of premium automotive retail. At launch, nearly 1000 Relationship Managers have been recruited and trained; their number will go up to 2500 in the next 6-8 months. Many of them are being hired from sectors like aviation, hospitality and financial services, expanding the talent pool of the automobile sector, another industry first.

While NEXA is best experienced by a personal visit, some highlights are shared below.

NEXA is New Hospitality Experience:

One of the core values of NEXA is pampering and hospitality. Pampering is about listening to the customer; it is about understanding his needs. The relationship managers have been trained to give the customer full attention when in conversation and being there when the customer requires. Besides, they will also exhibit qualities such as warmth, respect, courtesy and punctuality. Special attention has been accorded to maintaining customer privacy while the conversations are on. Specially designed cubicles and separate seating area fulfils this objective.



NEXA is New “Lifetime” Experience:

The Relationship Manager will ensure that the entire buying, after sales and ownership experience is smooth and hassle free. To ensure this the NEXA team has been trained using in-depth and holistic modules developed by ace trainer Dale Carnegie.

Another interesting feature is MyNEXA, a loyalty program that has been designed to offer rewards and recognition beyond the automotive industry. Through co-branded credit cards and tie-ups with lifestyle brands, MyNEXA makes the NEXA relationship more rewarding.

NEXA is New Digital Experience: NEXA will be one of the most digitally and technologically advanced buying experiences for automobile customers. Equipped with state-of-the-art ipads, every Relationship Manager will deliver outstanding in-store experience. Going paper less, the car configurator provides a virtual experience to the customer. From Apple TVs that easily mirror ipads to a digital welcome when he comes in for delivery, the customer lives through a delightful virtual experience during his stay at NEXA.

NEXA Owner’s App, a Smart Phone Application is another technology enabler which helps the customer to recall service history, emergency support, accessory purchase, event updates, booking and manage service requests and even a choice of favourite music.

NEXA is New Design Experience: NEXA showrooms have been designed in a black and white prestige monochromatic theme that showcases the displayed vehicles in their full glory. Special attention has been given to in store lighting. The entire spotlight is on the car. A dedicated in-showroom delivery area, with LEDs and music, brightens up the customer’s biggest moment of joy – car delivery - manifold. Interestingly, at the NEXA showroom the customer’s first journey in his new vehicle starts when he drives out from a premium air-conditioned showroom.

To know more about NEXA, customers can dial a Toll Free Number 1800 200 6392 as well as log into www.nexaexperience.com. Follow us on Twitter @NexaExperience

Click here for a high resolution images of NEXA <https://flic.kr/s/aHskg4xxUW>

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