Hyundai Motor hosts 2015 Global Customer Satisfaction Seminar

* Anticipating customer needs central to ‘Right Here, Right Care’ service slogan
* Reaffirming customer-first service focus with 60 seminar participants from 38 countries

September 3, 2015 - Hyundai Motor Company, South Korea’s number one automaker, has reaffirmed its determination to practice customer-oriented management by hosting its ‘Global CS (Customer Satisfaction) Seminar’ in Seoul this week, attended by 60 service representatives from 38 countries.

The seminar focused on Hyundai’s ‘Right Here, Right Care’ service slogan, which aims to make customer satisfaction the utmost priority in global markets. Delegates received guidance on best customer service practice, to anticipate the needs of customers and identify where Hyundai-only service can be offered.

Speaking about the initiative, KR Lee, Vice President at Hyundai Motor Company said: “‘Right Here, Right Care’, is a slogan we have developed to standardise customer service in global markets, portraying our conviction for service differentiation to achieve sustainable global growth and attain the highest levels of customer satisfaction. We will make ceaseless efforts to raise satisfaction levels through high-quality service such as service digitalisation, facility improvement at customer touch-points, Before Service, and home-to-home service - going beyond satisfying customers to moving them.”

At the seminar, delegates attended numerous programs aiming to improve quality of service across all areas of the business. Sessions included ‘best practice in customer satisfaction differentiation’, ‘future of automotive market trend and service strategy against this’, and ‘HR management and capability development of service personnel at front line with customers’. To achieve a standardised approach to customer service the Global CS Seminar it is to be extended to service personnel in all global markets.

Thomas Steininger of Hyundai Import Gesellschaft m.b.H, Hyundai’s representative in Austria commented: “This was an excellent opportunity to learn about best practices for customer satisfaction from all over the world. The seminars gave me a deeper understanding of Hyundai’s determination for customer-first management, learning from a variety of customer experience differentiation programs,” Steininger added “With the knowledge I can pass on to my colleagues I am confident that Hyundai customers in my country will be receiving the best-quality customer service.”

Alongside these initiatives Hyundai Motor will continue to mentor service personnel through its Hyundai Training Academy, Hyundai Cyber Academy, Global Service Support Centre, Hyundai Service Advisor Championship, and Hyundai World Skill Olympics. Through these diverse service programs Hyundai is investing in its staff and empowering them to provide high-quality service to its customers.

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About Hyundai Motor

Established in 1967, Hyundai Motor Company is committed to becoming a lifetime partner in automobiles and beyond. The company leads the Hyundai Motor Group, an innovative business structure capable of circulating resources from molten iron to finished cars. Hyundai Motor has eight manufacturing bases and seven design & technical centres worldwide and in 2014 sold 4.96 million vehicles globally. With almost 100,000 employees worldwide, Hyundai Motor continues to enhance its product line-up with localized models and strives to strengthen its leadership in clean technology, starting with the world’s first mass-produced hydrogen-powered vehicle, ix35 Fuel Cell.

More information about Hyundai Motor and its products can be found at:

<http://worldwide.hyundai.com> or [www.hyundaiglobalnews.com](http://www.hyundaiglobalnews.com)

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