Australia's first 24 hour customer loyalty tool for car

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Synovate launches Australia's first 24 hour customer loyalty tool for car
SYDNEY â€" Synovate, a top ten global research company, announced today at the AON Martec Automotive Seminar the Australian launch of Synovate24, the country's first automated overnight research tool designed to enhance automotive customer loyalty.
Developed with comprehensive international industry input and based on the successful NADA24 programme run by the National Automobile Dealers Association (NADA) in the US, Synovate24 will enable Australian automotive manufacturers and dealers to enhance their customers' experiences when purchasing a wide range of dealer services.
Synovate Motoresearch Global CEO, Scott Miller, said Synovate24 was an exciting development that would deliver wide ranging benefits to dealers and consumers alike.
"A comprehensive customer loyalty programme that is built on a robust methodology, Synovate24 will empower car dealers in Australia and enable them to monitor and respond to their customers' needs in a more accurate and timely manner," he said.
"Experience in the United States shows that Synovate24 improves overall customer satisfaction and can help dealers turn a dissatisfied customer into a loyal, repeat client."
Synovate24 utilises the latest in research technology to monitor customer feedback the day following a transaction with the dealer and provides an analysis of customer satisfaction to dealers on an individual basis, 24 hours a day.
The programme has the capacity to cover the full range of services provided by dealers in Australia. Comparative data about the dealership also enables problem identification, resolution and business benchmarking.
Synovate Director Motoresearch Australia, Peter Riley, said Synovate24 was a significant first for the Australian industry.
"As the first comprehensive automotive customer management system in Australia, Synovate24 will enable Australian dealers to listen to their customers with a frequency and consistency that was just not possible before," said Mr Riley.
"With over 25 years of Synovate Motoresearch experience internationally and a strong Australian automotive team backed by the resources of the newly acquired Market Equity group, Synovate24 will be available for implementation in the Australian market in early 2006," added Mr Miller.
About Synovate
Synovate, the market research arm of Aegis Group plc, generates consumer insights that drive competitive marketing solutions. The network provides clients with cohesive global support and a comprehensive suite of research solutions. Synovate employs over 4,000 staff across 46 countries. More information on Synovate can be found at http://www.synovate.com/.
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