



We create the future for companies and people

On the 29th January TOB “TGM Abel & Berger International Ukraine” celebrated the 2-year success of its activities on the automotive market of Ukraine. The company specialises in training and consulting for automotive manufacturers, importers and dealers.

In 2007 the projects of the company embraced such service as: product information for sales advisors, sales consultation for sales managers and advisors, management training for service managers, service advisors skills, direct reception system training and customer satisfaction index program management (CSI)

For 2 years of its activity in Ukraine TGM Abel & Berger International Ukraine has been providing trainings for such companies as UA Holding, Bogdan Corporation, UkrAuto, Hyundai Motors Ukraine, KIA Motors Ukraine, Toyota-Ukraine, Mega-Motors, Formula Motor Ukraine and GM Avtovaz (Russia).

As Mr Joachim Berger, Managing Director of TGM Abel & Berger GmbH, stated during the press-conference – *“TGM Abel & Berger International Ukraine foundation is the result of an evening discussion with Peter Taylor, Senior International Consultant. Today we are satisfied with the achievements of the Company in Ukraine and in 2008 we plan to expand our activities as well as the number of trainings and coaching subjects”.*

The company plans for 2008 to cover several topics. For the first turn they want to further develop cooperation with each customer to develop working relationship. Therefore the company will establish regular Executive Customer Workshops to understand customer needs in much more detail.

The automotive market of Ukraine is expanding actively. There is an opinion that such a subject as “customer loyalty” is not significant. Nowadays the demand of new cars exceeds supply – automobile companies don’t have enough cars to satisfy the needs of their customers. That is the reason a client must wait for the car he wants to buy for months.

So the question is why waste time and resources for “customer loyalty”? But this is only a matter of time. 2-3 decades ago the western automotive companies experienced the same situation. The company which understood that customer care was the factor which brings success and a good image to a company as well as a constant profit has a good working relationship with its customers today.

Why should we not learn from a positive experience of the western companies and start dealing with this issue in advance?

It was identified that if a client in the USA is continuously served by the Dealer where he bought his car, it gives an approx \$ 4900 profit every 10 years. In Germany, Switzerland and Austria this figure is approx 6000 Euro per a customer.

There is one more objective for 2008 – Dealer Network Development. It embraces:

- Dealer Network planning
- Dealer contracts and standards
- Dealer Development

Additional trainings in 2008:

- Customer Care



- Service Marketing
- Parts & Accessories

To retain a Customer there are several steps:

- Customer Satisfaction
- Customer Trust
- Customer Loyalty

In 2008 TGM Abel & Berger International Ukraine also plans to pay attention to Automotive NewComer Trainings, Recruiting and the further development of the TGM Kiev Website www.tgm.kiev.ua