

Tata Motors



About Tata Motors

Tata Motors Limited, a USD 45 billion organization, is a leading automobile manufacturer with a portfolio that includes a wide range of cars, utility vehicles, trucks, buses and defense vehicles. Their marque can be found on and off-road in over 175 countries around the globe.

Part of the USD100 billion Tata group founded by Jamsetji Tata in 1868, Tata Motors is among the world's leading manufacturers of automobiles. They offer innovative mobility solutions that are in line with customers' aspirations. They are India's largest automobile manufacturer, leading with the introduction of powertrains and electric solutions packaged for power performances and user comfort at the lowest life-cycle costs. Their new passenger cars and utility vehicles are based on Impact Design and offer a superior blend of performance, drivability and connectivity.

The Need of the Client

Tata Motors required an able customer care specialist to handle the queries, complaints and grievances of its large customer base. Due to the capital intensive nature of commercial vehicles, time of handling and resolution of tickets raised was of essence.

Solution for the Client

A well-thought-out and deeply researched solution/package of services was developed for addressing the specific requirements of Tata Motors. This included a variety of complementary services, built around the core solution consisting of customer satisfaction surveys for commercial vehicles.

Results from the Solution

The services that we delivered included resources, timelines, and overseeing the entire execution process of the solution from implementation to feedback integration.

Tata Motors gained the utmost in terms of client satisfaction, as the number of grievances addressed grew to eclipse previous performance.

The positive impact of our services on the business of the client was there for all to see, and the client acknowledging the high quality of the services we delivered added another feather to our already burgeoning hat.

Go4customer incorporated the learnings from our solution deployment for Tata Motors into our existing processes so as to evolve our services for the tech-driven future!