



Call 1800 209 8188 or email: keycustomers@tatamotors.com or visit www.tatamotorsea.com

### NATIONAL CUSTOMER CARE DAY October 23



**Tata Emperor:** This is an exclusive loyalty programme for Key Account customers, offered complimentary on enrolment. Key highlights include exclusive benefits such as instant loyalty point earnings against vehicle spends at Tata Motors Authorised Network and Programme Partners. These points can be redeemed for vehicle servicing & programme partner offerings. Programme members enjoy exclusive benefits like Key Accounts Portal access, dedicated call centre, auto service escalations, vehicle blocking, plant visits and much more.

### SPECIAL TREATMENT

**National Customer Care Day:** Celebrated on 23rd October of every year, it is a date on which the first commercial vehicle rolled out from TELCO Jamshedpur in 1954.

**Performance Monitoring Cell:** As a new initiative for the benefit of customers to realize the lowest cost of ownership, TATA Motors had come up with the unique solution of measure, monitor, mentor and improve philosophy. TATA Motors has deployed a dedicated team of Performance Monitoring Executives and company-trained Drona Drivers to help customers improve vehicle performance and reduce cost of operation, to achieve best-in-class performance of their vehicles.

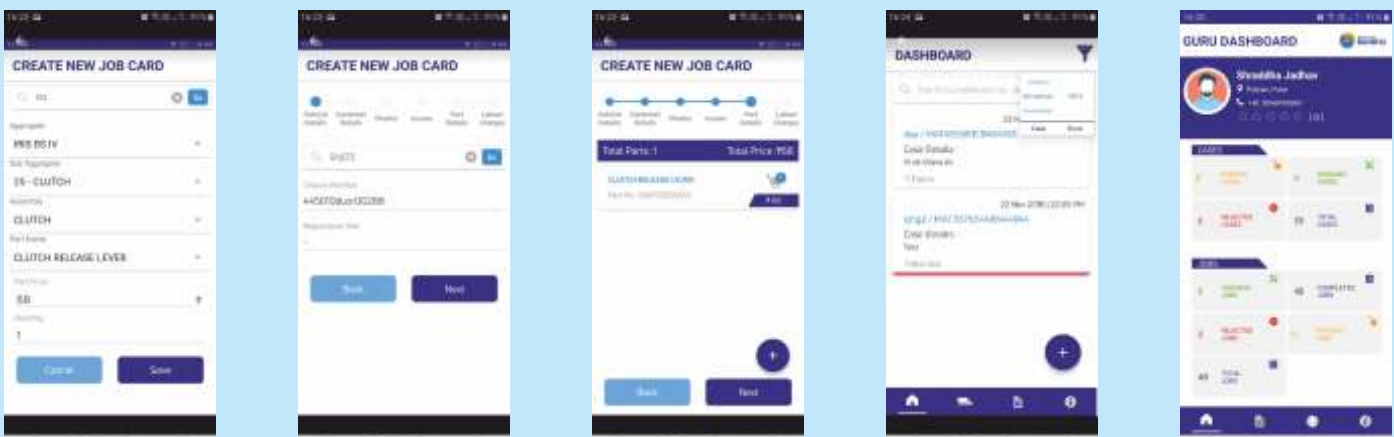
**Customer Meets & Service Campaigns:** Customer contact programmes are conducted across India, with the aim to collect feedback, for a better understanding of real time customer needs and issues. During these meets, products & services are offered at discounted rates.

### BANDHU APP

Bandhu app is a unique app which brings all relevant stakeholders under a single platform. This covers vehicle owners, drivers and roadside garages/mechanics called Tata Guru. Whenever a vehicle gets stranded at any location, the driver will be able to locate the nearest Guru, by using Bandhu Driver app. This app will also provide the driver with Guru's mobile no., and with one click he can reach out to Guru for repair of the vehicle. The Guru on getting such distress calls can get to the vehicle and repair the same.

Each Guru's training details, performance at Gurukshetra competition, etc. is captured in the profile section. The Guru can see all the repair details in Guru dashboard. There is also a rating mechanism, which will help the fleet owner identify the best person for the job.

Similarly, in Bandhu Owner's app, if a vehicle breaks down and the driver is not able to get in touch with a nearby Guru, the fleet owner, sitting at a remote location, can locate the nearest Guru for the vehicle, assign the vehicle details and case to the Guru, who in turn can go to the vehicle, repair the same and confirm to the fleet owner. This Bandhu Guru app is for mechanics, and they can generate job cards (with basic details) with complaints. It has provisions to input nature of complaint, spare parts to be used and labour charges. This helps Gurus to maintain a format record of the jobs carried out by them.



### CUSTOMER CARE APP



### TATA MOTORS

For more information, visit: [www.customer-care-cv.tatamotors.com](http://www.customer-care-cv.tatamotors.com)  
You can also contact our Sales Office: Tata Motors Limited, 4th Floor, Ahura Centre, 82, Mahakali Caves Road, MIDC, Andheri (East), Mumbai - 400 093 or call toll-free no. 1800 209 7979.

**TATA MOTORS**  
Connecting Aspirations



BY YOUR SIDE, READY TO SERVE

Customer First

October 2019  
\*T&C apply

In 2018-19, 6.5 million customers visited our workshops, and we have taken all their feedback to launch "Sampoorna Seva 2.0" under which we are attempting to reach you within 2 hours in every part of the country, wherever your vehicle is located.





## SAMPOORNASEVA 2.0

**Network Reach:** Widest network reach. Assistance of over 1500 Channel Partners covering 29 State Service Offices, 250+ Tata Motors Engineers. Modern equipment & facilities and 24x7 Mobile Vans.

**Tata Alert:** Roadside assistance programme with assurance of problem resolution within 24 hours for all Tata Motors commercial vehicle models under warranty period, anywhere across the country irrespective of location. Acknowledgement time of 30 minutes & reach time of 2 hours from 6 am to 10 pm and upto 4 hours from 10 pm to 6 am, else a compensation will be paid up to ₹ 1000/day.

**Tata Zippy:** This is a repair time assurance programme applicable for any BS4 vehicle which is reported at Toll-free/ Workshop within 12 months from its date of sale or 14 months from its date of production (whichever is earlier). Assurance of problem resolution for regular service at workshop is 8 hrs and for major aggregate repairs, within 48 hours, else a compensation will be paid up to ₹ 500 to ₹ 2000/day and up to ₹ 5000/day post 24 hours on Prima Tippers.

**Tata Kavach:** This programme is for accidental repairs with assurance of 15 days repair time or else compensation upto ₹ 2000/day is paid to customers on account of delayed delivery for accidental vehicles. It is applicable for vehicles that are insured under Tata Motors Insurance, at selected workshops only.

**Priority First : Prima-Ultra Desk:** Special priority desk to support premium vehicle segment i.e. Prima & Ultra. 100 % job card monitoring for vehicles reported at workshop. 24 hours vehicle delivery commitment for Prima Tippers or else compensation will be paid up to ₹ 5000/day.

### 24x7 Call Centre:

- All vehicle needs: Toll-free number **1800 209 7979**
- Key Account: Dedicated helpline number **1800 209 8188** for Key Customers, to address all their queries and complaints for breakdown, servicing, repairs and loyalty programme. Delivery commitment of 24 hours for breakdown vehicles, else compensation is paid up to ₹ 1000/day.
- AMC Customer: Dedicated helpline number **1800 258 2589** for AMC customers. Delivery commitment of 24 hours for breakdown vehicles, else compensation will be paid up to ₹ 1000/day.
- Priority Customer Desk: Dedicated helpline number **1800 209 8188** for Platinum customers with proactive approach.
- STU Priority Desk: Toll-free number **1800 209 7979** to address all the State Transport Buses queries and complaints

**Onsite Support:** Available at remote locations through this programme, with choice of on-site packages.

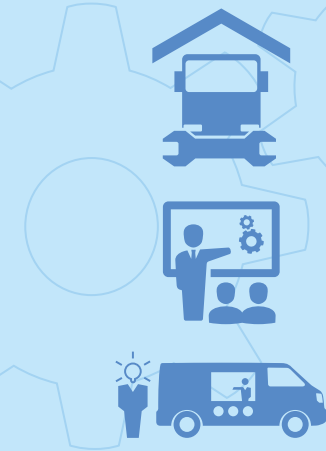
**Mobile Service Vans:** Customers can avail of quick doorstep services, with just a phone call.

**Mobile Workshop & Container Workshops:** For servicing all types of vehicles on-site, to save time & repair cost. Equipped with workshop tools & equipment required for scheduled service & repairs. There are 262 Mobile Workshops & 531 Container Workshops operating across India.

## UPGRADATION OF SKILLS

**Driver Training Institutes:** Imparts practical & theory classes to drivers, besides training in different trades for skill development. In collaboration with various State Governments, Tata Motors has set up institutes in Punjab, Assam, Nagaland, Rajasthan, Maharashtra and Bangladesh. Plans to set them up in Himachal Pradesh, Haryana, Tripura, Odisha, Jharkhand, Uttar Pradesh, Sikkim & Chandigarh. Till date 6.2 lakh plus drivers have been trained.

**Project Dronacharya:** Produces Driver-Trainers who in turn train customers' drivers. Your drivers can be re-skilled to become Dronacharyas or we can depute them to train your drivers in safe & economical driving practices. Till date, 5000+ drivers have been trained as Dronacharyas.



**Service Training Centre:** 6 training centres across pan India, each handled by qualified and competent trainers, are training around 67,000 mandays. Training on automotive maintenance & repairs, upcoming technology changes (BS6) training to our Channel Partner manpower, Fleet customers, Drivers, and institutional customers are conducted as per the calendar scheduled.

**Regional Dealer Training Centre:** Total 28 Regional Dealer Training Centres are located in the premises of Dealerships to cater to the training requirements of nearby Dealerships and TASS, to ensure the Door Step Training plan and increasing the frequency of training.

**Mobile Training Van:** Another "Doorstep" training activity is delivered by all 9 mobile training vans. These training vans are equipped with vehicle simulator, training aggregates for delivering theoretical and practical training. Considering the rush of BS6 technology, all 9 mobile training vans will be used to cover the wider population of local mechanics (approx. 6000) as well as Channel Partner manpower.

**Project Mitra:** A project to cover training of all the local Mechanics and hence increasing our market share in SCV LOB. All the Regional Dealer Training Centres & 12 additional Mobile Training Vans will be used to cover the structure curriculum for the local mechanics. We have covered approx. 24000 local technicians every year for diagnostic training on BS4 technology through our Acharya trainers across India.

## CONVENIENT CONNECTIONS

**Key Accounts Portal** [www.tatamotorsease.com](http://www.tatamotorsease.com)

Tata Motors e@se, the online portal, is for key customers and fleet owners. They can access information like live jobcards of entire fleet anytime, anywhere; spare parts catalogue; spare parts availability/ prices at authorised service stations; and attending live job cards.

**Online Payment Facility:** The Key Accounts Portal also offers easy online payment facility for any service at authorised workshops, using internet banking, debit card or credit card.

**Customer Care Website** [www.customercare-cv.tatamotors.com](http://www.customercare-cv.tatamotors.com)

A single platform for customers to get all information on customer service offers. Provides details on nearest service station, value-added services, campaigns & training schedules, feedback forms, list of offices, etc.

## EXTRA VALUE

**Suraksha (AMC):** Complete preventive & scheduled maintenance, and breakdown repairs of the vehicle driveline, at a pre-determined price. Also a 3-year contract for M&HCVs. There are 5 packages to choose from: Platinum Plus - comprehensive coverage at doorstep; Platinum - comprehensive coverage; Gold - preventive maintenance + labour on other repairs; Silver - preventive maintenance coverage; Bronze - labour. Currently, we have 60,000 + live contracts.

**Tata Motors Prolife:** Tata Motors Prolife offers re-manufactured engines on exchange basis to reduce both vehicle downtime and total cost of ownership. Re-manufactured aggregates range covers over 75 products, including engine long block, Clutch and Cabin priced at 40% to 80% of MRP of new spares. They are warranted against any re-manufacturing or material defects.

## QUALITY FIRST

**Tata Genuine Parts:** In order to keep Tata commercial vehicles in perfect condition for years, we offer Tata Genuine Parts (TGP). A division of Tata Motors, TGP provides over 1.5 lakh SKUs of spare parts for the upkeep of Tata commercial vehicles. Each of these spares are manufactured as per exact vehicle specifications passed through various quality checks, resulting in a perfect fit, increased service life resulting in longer uptime, to take your vehicle over longer distances.

**Durafit Parts:** The wear and tear of any commercial vehicle is inevitable. As time passes by, the maintenance cost of the commercial vehicle outside its warranty continues to rise, and there comes a time when the owner, without giving a second thought, may opt for cheaper or spurious spare parts that are detrimental to the health of the vehicle. To address this need of customer, Tata Motors introduced



Durafit Parts, a spare parts brand that manufactures spares exclusively for out-of-warranty commercial vehicles. Durafit Parts has a wide range of reliable products with assured durability, performance and value for money. For the longevity of a commercial vehicle, post its warranty period, choose only Durafit Parts!

Helpline no.: **1800 267 8282**. Follow us on Instagram and Facebook @Tata Motors Durafit Parts

**Tata Motors Genuine Oil:** Tata Motors Genuine Oil, launched in January 2018, is a superior engine oil formulation exclusively developed for Tata Motors diesel vehicles. The range of Tata Motors Genuine Oil is superior quality multipurpose oils that give 40 % better wear protection and 70 % lesser oil consumption. These oils are suitable for the new generation engines and other aggregates, thereby encouraging customers to use the right oil in the right environment, for better performance. The product range includes high performing engine oils, gear oils and rear axle oil for commercial vehicle range manufactured by Tata Motors for both on & off road applications segment. Tata Motors Genuine Oil is exclusively available across Tata Motors authorised workshops and at retail outlets through our authorised retail distributors.

## OUTSTANDING OFFERINGS

**FleetMan Telematics:** Unique system to monitor all vehicles in fleet - individually & collectively, on real-time basis. It enables better fleet management and increases business profitability. Available as a company provided fitment & also after-market fitment, the system is fitted in over 1.3 lakh+ vehicles.

### Tata OK

- Get best resale price for your existing commercial vehicle
- Evaluation at your door step
- Get 80 % finance on TATA OK certified vehicles
- Warranty on TATA OK certified pre-owned vehicles

**Fleet Management Solutions (FMS):** FMS is offered to large customers/fleet owners, covering the gamut of vehicle maintenance. Tata Motors takes complete ownership of vehicle repair & provides various maintenance management services, viz. scheduled & maintenance services management, 24x7 breakdown/highway support, vehicle tracking & monitoring management, onsite support management, tyre lifecycle management, and Diesel Exhaust Fluid (DEF) management which can be availed according to customer's operational and fleet specific needs. Presently, FMS is successfully provided to many CTUs, DTC, APSRTC and some Key Account customers.

## HAPPY TIMES

The following unique loyalty programmes with attractive features provide a happy ownership experience:

**Tata Delight:** Launched in February 2011, it is the first-ever customer loyalty programme in the commercial vehicles industry in India. All customers who purchase Tata vehicles automatically become members of this loyalty programme.

- Loyalty points on every ₹ 1000/- spent at Tata Motors Authorised Service Outlets, Spare Parts Outlets and Programme Partners.
- Membership validity for 5 years and points validity for 3 years.
- Up to ₹ 10 lakh Accidental Death/Disability benefit & up to ₹ 50 000 in Accidental Hospitalisation till membership validity.
- Earn as well as redeem points at CEAT Tyres & JK Tyres. Moreover, these points can be spent at partners like Croma, Titan, Westside, Taj Hotels Resorts & Palaces, Make My Trip, Cleartrip, Big Bazaar, Reliance Retail, Prestige, etc. More than 12 lakh retail customers are already part of the programme.