



## Al Jazirah Vehicles Agencies Co. Delivers Even Greater Levels of Exceptional Customer Satisfaction with Launch of Ford's "Service Excellence 2.0" Program

- Saudi Arabia's AJVA among first in the region to offer the new Ford system, aimed at improving dealership service department performance and increasing customer approval
- Ford Service Operating System, Service Excellence 2.0, uses a six-step service process to deliver four tenets of a superior customer experience – Trust, Respect, Relationship, and Control
- Dealership Management System (DMS) tools – including appointment scheduling and loading, electronic repair order, and efficient dispatch, are maximised to deliver improved time management

Al Jazirah Vehicles Agencies Co. (AJVA), the importer-dealer for the Ford and Lincoln brands in the Kingdom, continues to build on its efforts to deliver higher levels of customer satisfaction across its service centers with the addition of Service Excellence 2.0.

Service Excellence uses a simple and effective six-step process, from an initial appointment reservation, to arrival and customer interaction, dispatch of repair order, diagnosis repair, invoice and customer pick-up, and finally, a follow-up. This sequence, in turn, delivers the four tenets of a superior customer experience – trust, respect, relationship, and control – that make this Ford Service Operating System so efficient and effective.

Ford training of technicians to qualify for the Service Excellence system is delivered in three methods, including eLearning modules by position, in-dealership classroom training, and in-dealership on the job training.

"Al Jazirah Agencies Co. continues its commitment to providing unrivalled customer service with the commencement of the Ford Service Excellence 2.0 operating system," said Thierry Sabbagh, managing director, Ford Middle East. "We commend AJVA's drive to improve dealership service department performance and for continually delivering some of the highest levels of customer satisfaction in Saudi Arabia."

Mohammed Al Kraidees, deputy managing director, at Al Jazirah Vehicles Agencies Co., added: "Our automotive technicians and service advisors are trained to the highest Ford standards, reflecting our commitment to delivering some of the best customer satisfaction levels here in Saudi Arabia. The addition of the Ford Service Excellence 2.0 operating system to our service centres will inevitably help us to optimise the customer experience and our own efficiency and quality at every step of the maintenance and repair processes."

AJVA is among the first Ford partners in the region to install this new operating system, which is intended to improve dealership service department performance and increase customer satisfaction. The dealership also recently opened its largest dealership facility extending over more than 23,000sqm in Khurais road, Riyadh, reflecting its continued commitment to grow the Ford business in the Kingdom.

Ford Middle East reminds Ford and Lincoln customers to get immediate access to original Ford and MotorCraft® parts as well as warranty and Extended Service Plan (ESP) contracts, in addition to maintenance and body shop repair services by Ford trained and certified technicians at the dedicated Al Jazirah Vehicles Agencies Co. Ford and Lincoln service centres throughout the Kingdom.

For the Arabic version of the release, please click here: [Arabic](#)

