

Mercedes Benz India transforms CX through dealer relationships, with Zoho Desk.



Zoho Desk | Mercedes Benz

INDUSTRY	SIZE	TYPE
AUTOMOTIVE	10,001+ EMPLOYEES	B2C

Mercedes-Benz India Pvt Ltd is a wholly owned subsidiary of the German company Daimler AG. It was founded in 1994, with headquarters in Chakan, Maharashtra, India. Spread over 100 acres, this plant was set up in 2009. It's among the fastest green-field operations ever created, and is rated as one of Mercedes-Benz's top CKD plants globally.

Mercedes-Benz India currently has the widest network reach for any luxury car maker in India. With 89 dealerships across 41 cities in India, Mercedes-Benz India is well-connected with customers.

While communicating with dealers is critical to their success, the size of their network made this a challenge. Complaints to dealers were having a direct impact on the company's overall customer satisfaction scores. They needed



a way for dealers to communicate with them about issues and complaints. Those issues had to be tracked and responded to effectively.



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*Swaroop Naik
Senior Manager - Software Development*



Why Zoho?

They analyzed other products in the market but Zoho Desk blended into their organization structure better than anything else. They liked its simple user interface and the ability to customize it according to specific requirements without much effort. They've also benefitted from excellent support by the customer service team at Zoho.



The Solution

Zoho Desk has given Mercedes-Benz India's team a flexible platform to connect with dealerships. Users from dealerships can quickly notify them of any issues that come up, and their dealer-facing teams get the appropriate context to track and solve each issue effectively. They're also able to monitor how long it takes to resolve every issue. Using customized reports and dashboards, they can keep an eye on the big picture and keep improving their efforts.



The Result

Powered by Zoho Desk, Mercedes-Benz India is able to create and maintain high customer satisfaction across their whole network.

