



Aftersales Operation of the Year

Service and repair is one of the most profitable parts of the motor industry and it's also one of the most competitive - with franchised workshops slugging it out with independents for business – and crucial as the new car market remains unstable. Only those companies that offer value for money and high levels of customer service will succeed. This category is open to franchised workshops & independent authorised repairers, either individual site or complete network.

What are the judges looking for?

Examples of best practice and outstanding performance are essential. They're looking for a repairer that shows innovation, quality and service and is at the leading edge of its industry. In addition, the entry needs to show high levels of customer satisfaction, a keen awareness of marketing and an appreciation of the role of staff in a successful business.

Entries accepted from franchised and independent car and LCV dealers.

How to enter

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