

From Stretched to Strengthened

Insights from the
Global Chief Marketing
Officer Study

General Motors India

Conversations drive customer satisfaction

more than
42%

increase in brand
consideration scores

The Chevrolet nameplate celebrates its centennial in 2011, yet it is a relative newcomer to India. But the brand is steadily increasing in popularity, rising from eighth to fifth in India in 2010.

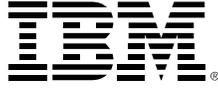
A big part of this success stems from the relationships General Motors (GM) India is building with its customers. "India is a country in which more than 55 percent of our population is less than 30 years of age," says Sumit Sawhney, Vice President, Sales, Marketing & Aftersales. "To connect with that audience, we began a social media initiative last year and now have more than 113,000 fans on our Facebook page. But we can't target only youth, because our population is so diverse. So we have multiple channels in the digital space where customers can interact with us in real-time. We are creating not just advertising, but a moment of dialogue with customers."

Additionally, GM has platforms in place that provide direct interaction with company executives. "I get a lot of communication from customers. Our entire marketing program is based on having conversations with customers, listening to them and meeting their wants and needs."

This engagement gives GM the ability to quickly address customer concerns. "If any customer issue remains unresolved for more than 24 hours, it gets escalated to my level," Sawhney said.

The result? Chevy's brand consideration scores have gone up by more than 42 percent in 2010, Sawhney notes. Additionally, he said the company claimed the No. 2 spot in J.D. Power dealer satisfaction ratings, coming in only slightly behind the leader.

For more information about the IBM Global CMO Study, please visit ibm.com/cmostudy or send an email to the IBM Institute for Business Value at iibv@us.ibm.com.



© Copyright IBM Corporation 2011

IBM Global Services
Route 100
Somers, NY 10589
U.S.A.

Produced in the United States of America
October 2011
All Rights Reserved

IBM, the IBM logo and ibm.com are trademarks or registered trademarks of International Business Machines Corporation in the United States, other countries, or both. If these and other IBM trademarked terms are marked on their first occurrence in this information with a trademark symbol (® or ™), these symbols indicate U.S. registered or common law trademarks owned by IBM at the time this information was published. Such trademarks may also be registered or common law trademarks in other countries. A current list of IBM trademarks is available on the Web at "Copyright and trademark information" at: ibm.com/legal/copytrade.shtml.

Other product, company or service names may be trademarks or service marks of others.

References in this publication to IBM products or services do not imply that IBM intends to make them available in all countries in which IBM operates.



Please Recycle