

2018 New Service Manager Training



2018.05

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◎ *C/V Service Strategy*

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◎ *HMC Service Activity*

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◎ *Publication*

◎ *Service Marketing Program*

◎ *HTRP*

◎ *Service Infrastructure*

◎ *Concluding Remark*

Hardware :

- Exclusive C/V Service System
- Network
- Mobile service
- Parts sales networks

Software : Service Management Program

- Evaluation program
- HTRP
- Service Marketing

Human ware

- Skilled Technician
- Retention



1. Exclusive C/V Service System

1. Definition of Exclusive C/V Service System

Exclusive C/V Service System

Organization

- Profitable W/Shop
- Speedy & Reliable Service
- Customer & Brand Loyalty

Diesel W/Shop

C/V C.I

1. Exclusive C/V Service System

2. Progressing of Exclusive C/V Service (For Dist.)

Exclusive C/V Service System



2. Service Management Program

- Special Consulting by UK Company
- **Objective** : Profitable W/Shop Operation / Customer & Employee Retention

Basic Course

- W/Shop Operational KPI
- Service Marketing
- C/V Workshop Management
- Role of Service & Sales Manager

Advanced Course

- Operational + Financial KPI
- Service Marketing Strategy by Customer Type
- Business Target Achievement
- Investment for New Service Network

3. Quality Management

Quality Management

Hot Line Support

Real time support

- Technical Information
- Dealer → Dist → HMC

Field Service

Monitoring

Durability Confirmation

- Universe, HD65/45, Heavy Duty Truck

Preventive Service

Major Quality Caring Program

- 1st / 2nd / 3rd Step Handling
(Dist → Regional Office → HMC-HQ)
- Avoid Becoming Serious Problem

Pre Maintenance Program

- Collecting Real Data
(County, HD 65/72, HD120)
- Operation Guide Release

1-2-3 System

Before Service

© Basic Role of CN Service



ITEM	Activities	HMC Support
PDI	<ul style="list-style-type: none"> • Perform PDI before delivery 	<ul style="list-style-type: none"> • PDI Guide Manual • Final inspection before shipment
Vehicle Repair	<ul style="list-style-type: none"> • General Repair (customer pay) • Warranty Repair 	<ul style="list-style-type: none"> • Technical support • Warranty cost reimbursement
Quality	<ul style="list-style-type: none"> • Feedback the QIR to HMC. (Quality Information Report) 	<ul style="list-style-type: none"> • Quality Improvement based on QIR • Issue the QIS with field countermeasures (Quality Improvement Status)
Campaign	<ul style="list-style-type: none"> • Perform the service campaign 	<ul style="list-style-type: none"> • Technical support • Reimbursement of campaign cost
Others	<ul style="list-style-type: none"> • Issue the TSB (Technical Service Bulletin) • Training • Service Clinic 	<ul style="list-style-type: none"> • Regular service visit • Dispatching engineers and trainers
Dealer support	<ul style="list-style-type: none"> • Technical support • Parts & Publication supply 	<ul style="list-style-type: none"> • Technical support / Clinic support

1. Distributor Evaluation Program

Purpose

Establishes exclusive commercial vehicle service system
Improves service facilities, organization, and operation

Customer satisfaction
Preparation of sales increase

Improvement

System set up

Customer satisfaction will lead brand loyalty □ increase of sales

How to

Evaluates service facilities, organization, and operation of distributor based on evaluation program.
Finally, HMC checks the improvement status end of the year

Evaluation points



<i>General</i>	<input type="checkbox"/>
<i>Facilities</i>	<input type="checkbox"/>
<i>Tool & Equipment</i>	<input type="checkbox"/>
<i>Personnel</i>	<input type="checkbox"/>
<i>Training</i>	<input type="checkbox"/>
<i>Business management</i>	<input type="checkbox"/>
<i>Operation management</i>	<input type="checkbox"/>
<i>Information technology</i>	<input type="checkbox"/>
<i>Parts business</i>	<input type="checkbox"/>
<i>Corporate Image</i>	<input type="checkbox"/>
<i>Total</i>	

10 categories of service department will be evaluated by HMC

Progress plan

Step	Interval	Detail
Evaluation	Annually	HMC service staff visits distributors and check the service operation and HMC and distributor prepare improvement plan based on the evaluation results
Check	Monthly after evaluation	Based on the improvement plan, distributor is required to inform improvement progress status
Re-evaluation	At the end of year	At the end of evaluation year, HMC reevaluates service operation of distributor based on improvement results
Certification		If evaluation score is above 80, Certificate will be awarded to the distributor and re-evaluation is suspended for 2 years. If fail to pass, the distributor is re-evaluated by HMC staff the next year.

Evaluation points

SQ	Category	Major evaluation points
1	Facilities	C/V exclusive work shop, Stall & Pit
2	Tool & Equipment	Essential tool , Diagnosis tool
3	Personnel	C/V workers, Management of productivity/efficiency
4	Training	Training room, material
5	Business Management	Management of work shop traffic, Customer DB
6	Operation Management	Service marketing, Customer care process
7	IT	ERP, CRM
8	Parts Business	Management of C/V parts, Parts ware house (by MOBIS)
9	CI	CI of work shop
10	Dealer support	Dealer support scheme

Evaluation Process

HMC service staff visits the distributor for evaluation and perform the evaluation for 2 days.

Operation	Schedule	HMC's activity	Distributor's preparation
Notification	D-14	HMC notifies evaluation schedule with preparation sheet	Preparation of evidence based on preparation sheet
Evaluation	D	Evaluates distributor and prepares improvement plan	Helps evaluation and makes improvement plan
Regular check	Every month	Asks to inform improvement status	Informs improvement status
Re-evaluation	End of year	Valuates evaluation results based on improvement status	Informs improvement status
Certification		If evaluation result meets HMC's standard, certifies the distributor as "Certified distributor"	Evaluation is suspended for 3 years.

Distributor's preparation

For successful evaluation, the distributor is kindly requested to prepare the evaluation as below.

Operation	Activity of distributor
Preparation before evaluation	<p>HMC informs preparation sheet. The sheets contains what should be prepared by distributor . Based on the preparation sheet, prepare the evidence or documents before visiting</p>
Improvement	<p>After evaluation, HMC and distributor build an improvement plan and it should be agreed mutually. Based on the plan, distributor improves weak points and regularly informs HMC of the improvement status.</p>

1. Exclusive C/V Service (For Dist.)

Exclusive C/V Service System

Certified Distributor



2. CSI

© Understanding Customer Satisfaction Level for service



Item	Plan	Remarks
Survey General	<ul style="list-style-type: none"> • Method : Mailing, Exit, Visiting (Interview) survey • Period : 3 Months (every 2dn year) 	
Purpose	<ul style="list-style-type: none"> • To find customer complaints and build up countermeasures to improve customer satisfaction level 	

3. DSI

© Purpose : To enhance distributor and customer satisfaction with HMC and its products after understanding what they feel and what the complaints are

Category	Plan	Schedule
Distributor Satisfaction Survey	<ul style="list-style-type: none">• For major 23 distributors<ul style="list-style-type: none">□ Middle East / Latin America / Eastern EuropeASIA	<ul style="list-style-type: none">• Mar : Survey• ~May : Analysis• Jun~ : Improvement

4. 1-2-3 System

Item	Contents	Remarks						
1-2-3	<ul style="list-style-type: none"> Set up prompt service support (1-2-3 system) <table border="1" data-bbox="401 578 1541 772"> <thead> <tr> <th data-bbox="401 578 782 639">1</th> <th data-bbox="782 578 1163 639">2</th> <th data-bbox="1163 578 1541 639">3</th> </tr> </thead> <tbody> <tr> <td data-bbox="401 639 782 772"> <ul style="list-style-type: none"> Build up a way to fix within 1 day by Dist. </td> <td data-bbox="782 639 1163 772"> <ul style="list-style-type: none"> Dispatch HMC regional staff from Dubai within 2 days </td> <td data-bbox="1163 639 1541 772"> <ul style="list-style-type: none"> Dispatch HMC HQ staff to dist within 3 days </td> </tr> </tbody> </table> Each HMC regional office is always ready to dispatch a staff to dist. if they are in serious trouble 	1	2	3	<ul style="list-style-type: none"> Build up a way to fix within 1 day by Dist. 	<ul style="list-style-type: none"> Dispatch HMC regional staff from Dubai within 2 days 	<ul style="list-style-type: none"> Dispatch HMC HQ staff to dist within 3 days 	
1	2	3						
<ul style="list-style-type: none"> Build up a way to fix within 1 day by Dist. 	<ul style="list-style-type: none"> Dispatch HMC regional staff from Dubai within 2 days 	<ul style="list-style-type: none"> Dispatch HMC HQ staff to dist within 3 days 						
RESIDENT ENGINEER	<ul style="list-style-type: none"> HMC HQ will be ready to dispatch a staff for dist whenever request technical or management assistant <ul style="list-style-type: none"> - C/V service management consulting, technical support etc. 							

5. Service Clinic (Before Service)

HMC arranges a service clinic by dispatching an engineer (Regional Engineer) to over than 20 countries during the year for customer satisfaction and after sales service operation of distributors.

We believe that it will bring you potential customer and also firm trust from your current customer

- Purpose of Service clinic :
 - For Distributor / Dealer / Fleet company
 - For Technician
 - For Customer
 - Help Sales (Promotional event, Fleet sales)
 - ☞ Increase customer loyalty

- **Schedule arrange**
 - Based on HMC annual business schedule every end of previous year.
 - Special service clinic can be arranged based on distributors request (Min 3 Month prior to the clinic)

- **Target distributor**
 - Major distributor (Sales volume)
 - New distributor
 - Distributor who wants special service clinic (Tender Requirement etc.)

- **Clinic type :**
 - Regular Service clinic
 - 1) With Service engineer of HMC HQ .
 - 2) With Service engineer of Regional manager
 - Distributor self clinic □ Min 2 times in a year
 - Fleet sales business service clinic

- **Before Clinic :**

- 1) **Advertisement on news paper and TV etc.**

- Start one month prior to clinic**

- 2) **Prepare Facilities and technician**

- Lift, Equipment and technician**

- 3) **Get the reservation**

- 4) **Promotional gifts**

- 5) **Arrange the Visa including hotel reservation for HMC visitors**

- 6) **Fill in the “Clinic promotion plan” and send it to HMC**

- 3~4 weeks prior to clinic date (Refer to the next page)**

- **How to carry out**

- 1) **HMC engineer will work together with your technician**

- Customer car can be checked and diagnosed by Hyundai Motor engineer**

- 2) **Field fix training .**

- 3) **Dealer W/Shop visiting**

- 4) **Major fleet clinic**

※ **Refer to the service clinic guide manual for the details**

● Application form

▣ SERVICE CLINIC PROMOTION PLAN				
Distributor			Country	
President			Service Manager	
Clinic Period	6 days	Number of distributor technicians who participate in the clinic		6
Number of dealers participant		Number of dealer technicians who participate in the clinic		
Place	Main W/Shop			
W/Shop Clinic Signboard/Placard	Not available			
Clinic advertisement	TV	Paper	DM	Others
		newspaper		
DC rate of labor(%)	Inspection	Maintenance	Repair	Etc
	Free	25%	25%	
DC rate of parts(%)	Oil	Fast moving parts	Regular parts	Etc
	15%	15%	15%	
Free service items (Coupon)	Car wash	Oil change	Wipers	Others
	Free			
Customer promotion items(Gift)	Pens	Key Holders	T-shirts	
Others				

6. Sub Parts Supply - Bus A/C, Refrigerator VAN, FIP

© Purpose : To supply sub parts for customer after warranty, the manufacturer of Bus A/C, Refrigerator VAN and Fuel injection pump will supply them directly

Item	Supplier	Name	E mail	TEL	Remark
Bus roof on cooler	Dong-Hwan co.	Mr. S. Y. Hwang	Syhwang @ donghwan.co.kr	82-55-280-4791	<ul style="list-style-type: none"> • Aero Bus • Universe
	Modine (Man-do)	Mr. C.H. Park	C.h.park@as.modine.com	82-41-538-3167	
Fuel Injection Pump	Doowon FIP	Mr. J.H Eom	keom@hyundai-motor.com (HMC C/V service team will handle your order temporarily)	82-2-3464-3275	For all model
Refrigerator	Whasung Thermo	Ms. Janny Yoo	energy@hwasungthermo.co.kr	82-31-665-7972	
	Themalmaster (Previous DaeKwang)	Mr. D.S Yang	dkr2000@chol.com	82-31-355-4247	

Warranty process for sub parts will be fixed and informed within 2009

6. Sub Part Supply – Fuel Injection Pump

Item	Contents	Remark
Target	<ul style="list-style-type: none"> • Set up FIP service net work 	
Local FIP shop	<ul style="list-style-type: none"> • Recommend your local FIP repair shop <ul style="list-style-type: none"> - Bosch FIP / Japanese FIP repair shop - Major city (Region) 1 shop - Shop name and contact point (TEL #, Address etc) 	
Survey Request	<ul style="list-style-type: none"> • Test Bench brand name : • Check whether they have a calibration Nozzle (Standard Nozzle holder assy) • Delivery pipe diameter and length of the test bench 	
Future plan	<ul style="list-style-type: none"> • Set up FIP dealer in a country <ul style="list-style-type: none"> - Warranty repair - Customer repair cost down through child parts supply after warranty is expired. 	
Temporary	<ul style="list-style-type: none"> • HMC service team will handle the child parts supply until set up service network of FIP 	

1. Workshop Display Kit

• Arabic Streamer



2,700mm

850mm

2,550mm
(1,850mm)

• Banner



1,000mm
(650mm)

Distributor	Order date	Items	Remarks # DelaeR Workshop
Oman	01.02.	Banner (18pcs)	
Saudi Arabia (Jeddah)	01.09.	X-Banner (16pcs)	
Algeria	01.10.	Banner (80pcs)	
Turkey	05.04.	X-Banner (3pcs)	
Jordan	06.14.	X-Banner (12ea)	
UAE	07.02.	X-Frame (20ea)	
Angola	09.04.	Banner (5ps)	

© WDK – Workshop Display Kit



- English / French Streamer



- Banner



Type	Streamer	Banner	X-Banner
Material	<ul style="list-style-type: none"> • Tent fabrics, or • Tropical fabrics 	<ul style="list-style-type: none"> • Tent fabrics, or • Tropical fabrics 	<ul style="list-style-type: none"> • Tent fabrics
FOB Price	<ul style="list-style-type: none"> • 87 USD (Tent) • 58 USD (Tropical) 	<ul style="list-style-type: none"> • 98 USD (Tent) • 74 USD (Tropical) 	<ul style="list-style-type: none"> • 48 USD (X-Banner) • 59 USD (Frame)

2. Workshop Display Kit – Order Form

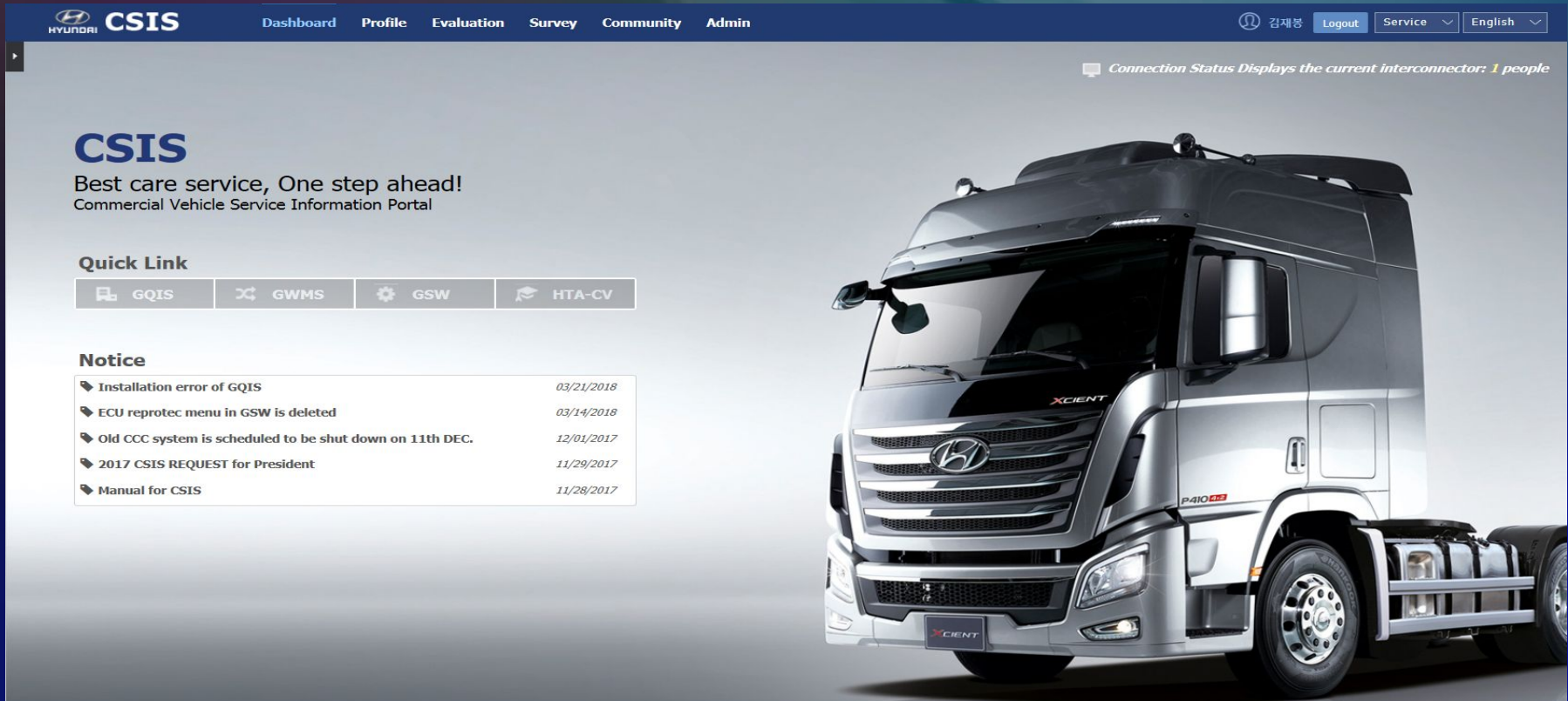
Type	Streamer	Banner	X-Banner
Length (mm)	850	2,550	1,850
Width (mm)	2,700	1,000	650
Material	<ul style="list-style-type: none"> • Tent fabrics, or • Tropical fabrics 	<ul style="list-style-type: none"> • Tent fabrics, or • Tropical fabrics 	<ul style="list-style-type: none"> • Tent fabrics
Price (FOB in Korea)	<ul style="list-style-type: none"> • 87 USD (Tent) • 58 USD (Tropical) 	<ul style="list-style-type: none"> • 98 USD (Tent) • 74 USD (Tropical) 	<ul style="list-style-type: none"> • 48 USD (X-Banner) • 59 USD (Frame)

• How To Order

- Contact the below company
 - Company: Iduo Co., Ltd
 - Postal Address: 2F, Gumganghun B. D., 36-10, Jamwon-Dong, SeoCho-Gu, Seoul, 137-905, Korea
 - Tel: 82-2-3448-5244, 82-11-9278-6961 Fax: 82-2-3448-5247
 - Person In charge: Ms. Catherine Kim/ Planning Manager
 - E-mail: cathy610@iduo.co.kr

1. CSIS Support

◎ Log in the CSIS and updated information of can be checked



CSIS
Best care service, One step ahead!
Commercial Vehicle Service Information Portal


Quick Link

- GQIS
- GWMS
- GSW
- HTA-CV

Notice

Installation error of GQIS	03/21/2018
ECU reprotect menu in GSW is deleted	03/14/2018
Old CCC system is scheduled to be shut down on 11th DEC.	12/01/2017
2017 CSIS REQUEST for President	11/29/2017
Manual for CSIS	11/28/2017

Connection Status Displays the current interconnector: 1 people



2. Publication type

Service Manuals	Contents	Supply	Charge
Service Passport	Warranty Booklet	One copy for one vehicle	Free
Owner's Manual	Vehicle Operation Guide	One copy with every vehicle	Free
Shop Manual	Vehicle Repair Guide	Two copies per Dist.	Free
		More than two copies	Order base
Dealer Service Operation Guide	Service Operation Guide	One copy for each Distributor	Free
P.D.I Manual	Pre Delivery Inspection Guide	One copy for each Distributor	Free
Driver's Manual	Vehicle Operation	One copy for each Distributor	Free

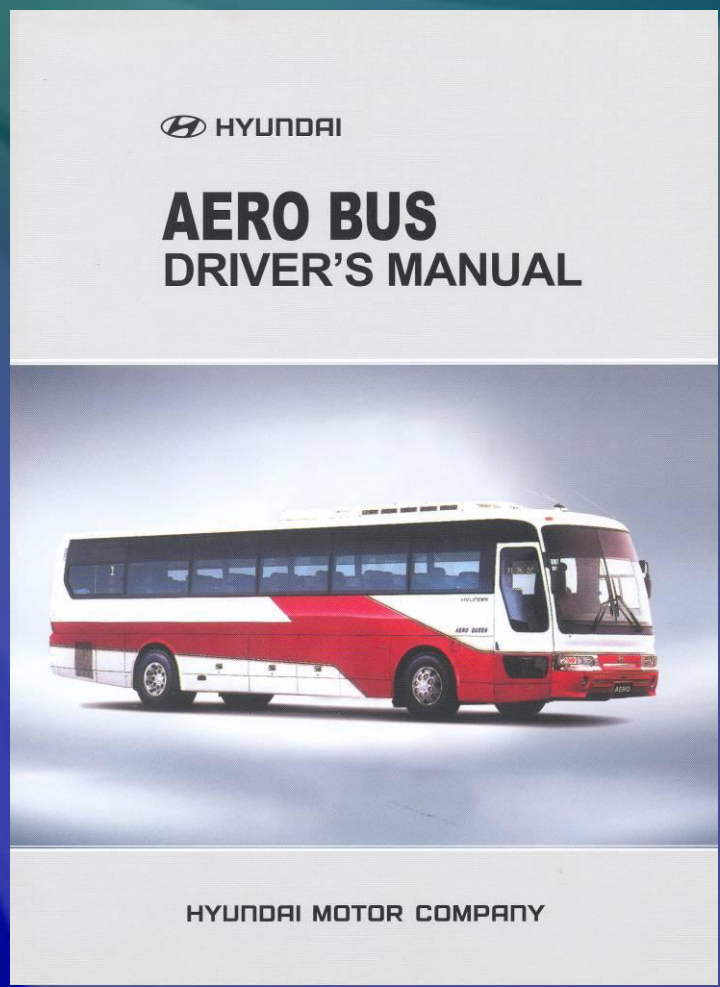
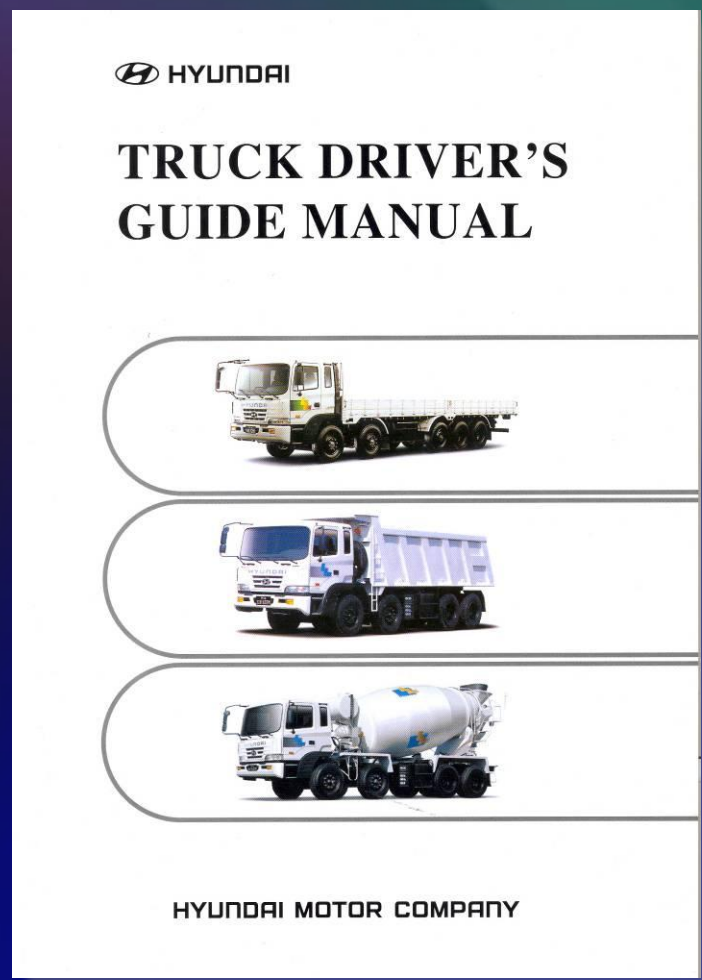
2. Publication type

Service Manuals	Contents	Supply	Charge
Labor Time Standard	Manual of Labor Times For each repair	Two copies per Dist.	Free
		More than two copies	Order base
Warranty Policy & Procedures	Warranty Information	One copy for each Distributor	Free
Parts Catalog	List of Part no. and Relevant Information	Order to Hyundai Mobis	Charge base



- Internet surfing for service publication
- Shop manual, LTS: <http://csis.hyundai.com/>
- Parts catalog: <Http://wpc.mobis.co.kr>

3. Driver's guide manual



4. Technical Service Bulletin

Major TSB is being supplied in Spanish & French.

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Technical Service Bulletin

Model	COUNTY (CS), 2.5T TRUCK/3.5T TRUCK
Group	Engine Mechanical System
Number	HT2005042902
Date	Monday, May 09, 2005
Area	C. America,L. America,W. Europe,E. Europe,Africa,M. East/Pacific,Asia

Subject
Change of engine oil pump in D4D series engines

1. Description

This TSB is being issued to inform the change of oil pump assembly in D4DA/DBDC engines.

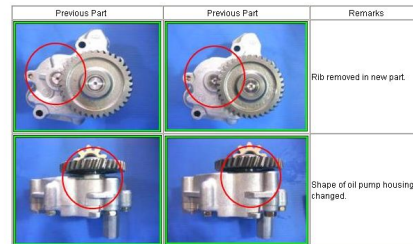
2. Effective Vehicle Information

- * Effective point: From engine production serial number D4DA5241180 (Engine production date: March 15th, 2005)
- * Model: County, Trucks (2.5/3.5 Ton)

3. Parts Information

Part Name	Part Number	
	Previous	New
Oil pump assembly	26110-45001	26100-45010
Oil pumping capacity	23.2 liters/min	25.5 liters/min
Change	1. Increase of oil pumping capacity 2. Width of drive and driven gear teeth were increased by 3 mm.	

※ Comparación between previous part and new part.



4. Service Procedure

5. Service Tip

Place the order with new part for service purpose.

6. Interchangeability

New part is interchangeable with previous part.

Previous ↔ New

English
HT20050
42902

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<http://www.hyperionics.com>

Technical Service Bulletin

Model	COUNTY (CS), 2.5T TRUCK/3.5T TRUCK
Group	Engine Mechanical System
Number	HT2005053002
Date	Monday, May 30, 2005
Area	C. America,L. America,W. Europe,E. Europe,M. East/Pacific,Asia

Subject
Cambiar la bomba de aceite del motor de los motores de la serie D4D (TSB No. in English HT2005042902)

1. Description

Este TSB se emite para informar del cambio de la unidad de la bomba de aceite en los motores D4DA/DBDC.

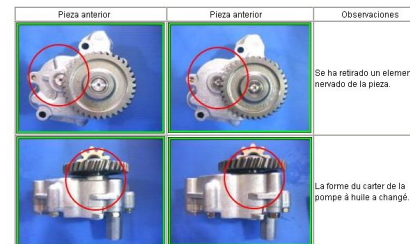
2. Effective Vehicle Information

- * Punto efectivo: desde el número de serie de producción del motor D4DA5241180 (Fecha de producción del motor: 15 de marzo de 2005)
- * Modelo: Camiones (2.5/3.5 Ton)

3. Parts Information

Nombre Pieza	Número De Pieza	
	Anterior	Nuevo
Unidad de la bomba de aceite	26110-45001	26100-45010
Capacidad de bombeo de aceite	23.2 litros/min	25.5 litros/min
Cambiar	1. Aumento de la capacidad de bombeo de aceite 2. La anchura del engranaje y los dientes del engranaje se ha aumentado 3 mm.	

※ Comparación entre la pieza anterior y la nueva pieza



4. Service Procedure

Ordene la nueva pieza con el propósito de mantenimiento.

5. Service Tip

La pieza nueva es intercambiable con la antigua.

Anterior ↔ Nuevo

Spanish
HT20050
53002

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Technical Service Bulletin

Model	COUNTY (CS), 2.5T TRUCK/3.5T TRUCK
Group	Engine Mechanical System
Number	HT2005053001
Date	Monday, May 30, 2005
Area	C. America,L. America,W. Europe,E. Europe,Africa,M. East/Pacific,Asia

Subject
Changement de la pompe à huile du moteur sur les moteurs de la série D4D (TSB No. in English HT2005042902)

1. Description

Ce TSB a été édité pour informer du changement effectué au niveau de l'ensemble de la pompe à huile sur les moteurs D4DA/DBDC.

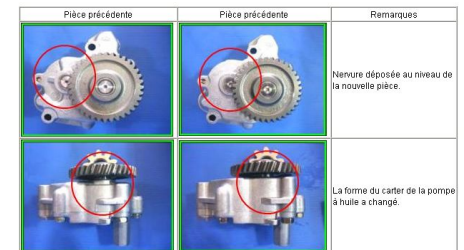
2. Effective Vehicle Information

- * Point effectif: à partir du numéro de série de production du moteur D4DA5241180 (date de production du moteur: 15 mars 2005)
- * Modèle: Camions (2,5/3,5 tonnes)

3. Parts Information

Nom Pièce	Numéro Pièce	
	Précédent	Nouveau
Ensemble De La Pompe À Huile	26110-45001	26100-45010
Capacité de pompage d'huile	23.2 Litres / min	25.5 Litres / min
Changement	1. Augmentation de la capacité de pompage d'huile 2. La largeur des dents du pignon d'entraînement et de pignon menant a été augmentée de 3 mm.	

※ Comparaison entre la pièce précédente et la nouvelle pièce.



4. Service Procedure

Établissez la commande de la nouvelle pièce à des fins d'entretien.

5. Service Tip

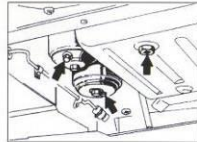
La nouvelle pièce est interchangeable avec la pièce précédente.

Précédent ↔ Nouveau

French
HT20050
53001

4. Technical Service Bulletin

- (1) After engine stopping, drain the engine oil through the drain plug of oil pan and oil filter
- (2) Fasten the drain plugs firmly and fill with oil through the oil port.
- (3) After 5minutes' engine warming up, check whether the oil leaks.
- (4) Stop the engine and check the oil level after 30 minutes. If checked instantly after engine stopping, the oil level is lower than actual level.

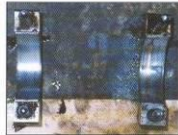


Caution → ● Check whether oil leaks after adding oil by cleaning around the engine.

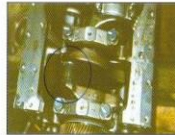
Example → Example of engine damage by lack of maintenance in engine oil and filter



CON-ROD BEARING



MAIN BEARING



CRANKSHAFT



PISTON



OIL FILTER

► **REPLACEMENT PERIOD** : Engine oil filter should be replaced together with engine oil.

- If the warning lamp comes on at high engine RPM, it means that the oil filter is clogged. Then replace the oil filter regardless of the mileage.
- If the oil pressure is below the specification, then the lamp is on and warning buzzer rings.
- (If parking brake is engaged, then the buzzer does not ring.)
- Oil filter element assembly is not reusable by cleaning.
- Clean each parts by cleaning oil except the element.
- O-RING should be replaced in every disassembly.
- Assemble oil filter with reverse order of disassembly and fasten the center bolt firmly with the torque of 6~7kg.m.
- If only oil filter element is replaced, without replacing engine oil, add engine oil by 4~4.5l.



Caution → ● Clean split engine oil to prevent a fire after checking and adding.

► Maintenance period

Inspection	Every time before driving
Replacement Period	48,000 km
Cleaning Period	6,000 km
Severe Condition	More frequently

- (1) If the element is torn or poorly packed, this can cause the premature deterioration of engine oil and engine damage.
- (2) Contaminated air cleaner can cause excessive fuel consumption and smoke.



► How to clean the air cleaner element

Blow compressed air from the inside to outward direction.
(Pressure of air should be below 7kg/cm² .)

[CAUTION]

- Be careful for the element not to be torn or distorted by high pressure of the compressed air.
- If the element is not firmly assembled, foreign material or dust could be intruded.
- Do not hit the element against the ground for cleaning.



[EXAMPLE] The below examples show the contaminated and damaged condition of air cleaner caused by poor maintenance and use of non-genuine air cleaner.



Contaminated air cleaner



Damaged air cleaner



Non-genuine air cleaner



1. Maintenance package

Pre-paid service for maintenance items based on maintenance table of owner's manual.

Target Customer	How to Apply	Remarks
Individual (Private) customer	<ul style="list-style-type: none"> ▶ General description It should be recommended and introduced by sales department to new customers when they purchase a vehicle. This is to incite the customer to visit HMC authorized workshop always ▶ How to apply Price is recommended to fix every 50,000km driving up to required mileage by a customer. Price of package should be calculated and decided by distributor. ▶ Others It is recommended for dist. to consider applying special care programs for whom purchase the package. <ul style="list-style-type: none"> a. Road side assistance b. Warranty extension for whom it keeps well c. Discount etc. 	

2. Service contract for fleet customer

It is required to make a contract to look after fleet company vehicles not only for warranty but also for maintenance and non warranty repair

Target Customer	How to Apply	Remarks
Fleet customer	<ul style="list-style-type: none"> ▶ General description Special care program to take care of fleet customer vehicles for Maintenance & repair in order for them to concentrate driving only. ▶ How to apply All the expenses are charged according to driving mileage for replacement of consumable parts, inspection charge and also adjusting jobs according to maintenance table. It should be continued even after warranty expiry. Price should be calculated by dist. ▶ Others Special care program are required to increase service contracts <ul style="list-style-type: none"> a. Road side assistance for contractors b. Weekend & overnight repair service should be offered c. Technical assistance, etc. 	

3. Road side assistance program

a. Regular visiting service for Fleet customer

Regular visiting service with mobile workshop is recommended. It will help major fleet customer to check their vehicle by skilled HMC technician

Target Customer	How to Apply	Remarks
Fleet customer	<ul style="list-style-type: none"> ▶ General description Prepare mobile workshop and visit major fleet customer including a fleet customer who is far away from HMC workshop. ▶ How to apply <ol style="list-style-type: none"> 1) Fix a visiting schedule regularly and visit them often to keep a close relationship. 2) Solve hard and difficult quality problems if they have, and support them so as not to face any trouble ▶ others It is recommended to include following <ol style="list-style-type: none"> a. Parts delivery service if they have their own workshop b. Technical Service support c. Campaign notice and required parts delivery, etc. 	

3. Road side assistance program

b. Nominated technician for major fleet company

Assign a technician or engineer to major fleet customers and required to look after them under his responsibility for after sales service together with salesman

Target Customer	How to Apply	Remarks
Fleet customer	<ul style="list-style-type: none"> ▶ General description It will enhance to firm the relationship between major customers and distributors. ▶ How to apply Assigned technician is required to be in charge of a fleet customer and is required to look after all the after sales service concern for nominated fleet customer. ▶ Others It is recommended to include following <ul style="list-style-type: none"> a. Parts delivery service if they have their own workshop b. Hold a technical training for them c. All the service information such as TSB, etc. are required to be delivered. d. Technical hot line service is required, etc. 	

4. Service mileage program

Save a point based on payment at workshop whatever repairs from workshop or maintenance then this point can be used as cash when purchasing a new vehicle or when repairing the vehicle

Target Customer	How to Apply	Remarks
Individual (Private) or fleet customer	<ul style="list-style-type: none"> ▶ General description A customer can save a certain amount of money like a cash from workshop visiting . Total payment will be saved and can be used as cash for purchasing a new vehicle or repairing it next time ▶ How to apply <ol style="list-style-type: none"> 1) Issue a membership card especially for whom joined maintenance package or contract 2) Save a certain percent (%) out of total payment for a few years and return them as rewards for a new vehicle purchasing 3) The saved point can be used as cash to replace air cleaner or to change oil ▶ Others : It is recommended to develop customer support program <ol style="list-style-type: none"> a. Parts discount is required to be considered b. Invite driving academy who exceed certain points c. Special care program like overnight or emergency service 	

5. Expand Quick service net work

Expand quick service networks and it makes customer convenient to visit authorized workshop for minor repair or maintenance.

Target Customer	How to Apply	Remarks
Individual (Private) or fleet customer	<ul style="list-style-type: none"> ▶ General description Quick service network is recommended to HMC authorized dist. It will be in charge of maintenance or minor repair but heavy repair job can be relayed to dist. workshop ▶ How to apply <ol style="list-style-type: none"> 1) Build up a new quick service shop in the major city 2) Make a contractor with private workshop for HMC quick service shop 3) Emergency service can be carried by quick service workshop ▶ Others They can cover a nominated area for an emergency service and recommend a customer to visit HMC dist. workshop if it is a serious problem. 	

6. Free check up service

Offer a free check up service to all the customers regularly and it may create another repair during check up service.

Target Customer	How to Apply	Remarks
Individual (Private) customer	<ul style="list-style-type: none">▶ General description Offer a free check up service regularly and workshop can create another income through the free check up service.▶ How to apply Issue a free check up campaign regularly by advertising it for a few times in a year and it may create a charged repairing▶ Others Parts and labor D/C (special offer) is recommended during free check up service campaign, etc.	

© Service Marketing Program



7. Other strategy

These are the additional recommendations to increase workshop retention rate for better profit

Program	Description	Remark
Extended working Time of workshop	<ol style="list-style-type: none"> 1. Extend 2~3 hours during the weekdays for customer convenience. 2. Minimize essential number of technicians 3. Weekend service is recommended with also minimum technician 	Reservation system is required
24 hours road side assistant program	<ol style="list-style-type: none"> 1. Membership system is required after paying annual fee 2. Launch it in major city and quick service networks should be joined for this program, so the commercial vehicle customers would be satisfied 	
Customer award	Award customers who keeps all the recommended maintenance schedule. <input type="checkbox"/> Free oil change is recommended for award	
Service advertising program	Put some budget to advertise your service activities on newspaper, TV or magazine, etc. in order to elevate service brand power.	
60 minutes service program	Apply it for all quick service bay. Maintenance should be completed within 60 minutes since applied to reception	

Service Marketing Program

8. Application Status

◎ Service marketing program applying status

◎ Request : Enhance service marketing program and inform HMC of what you applied every 4 months together with number of workshop visiting units

◆ Applied
◇ Apply Plan

Program	Saudi (J)	Saudi (D)	Syria	Oman	Qatar	Sudan	Jordan	Mbrocco	Remark
Maintenance package	◇	◇		◇			◇	◇	
Service contract for fleet customer	◇	◇	◇	◇	◇	◇	◇	◇	
Road side assistance program	◇	◇		◇	◇		◇	◇	
Service mileage program	◇			◇		◇	◇	◇	
Expand Quick service net work	◇	◇	◇	◇		◇	◇	◇	
Free check up service	◇	◇	◇	◇	◇	◇	◇	◇	
Extended working Time of workshop		◇	◇	◇		◇		◇	
24 hours road side assistant program	◇		◇	◇	◇		◇	◇	
Customer award	◇			◇	◇			◇	
Service advertising program	◇				◇	◇	◇	◇	
60 minutes service program		◇		◇			◇	◇	

1. Introduction

How to manage

- ◎ Manage C/V technician efficiently through technician's level grouping and grading based on technical skill level.
- ◎ Offer an opportunity of self study for leveling up skill and increasing retention rate of the skilled technicians.
- ◎ Enhancement of human infrastructure through systematic human resource management.

(Technician Recognition Program) for C/V Technician

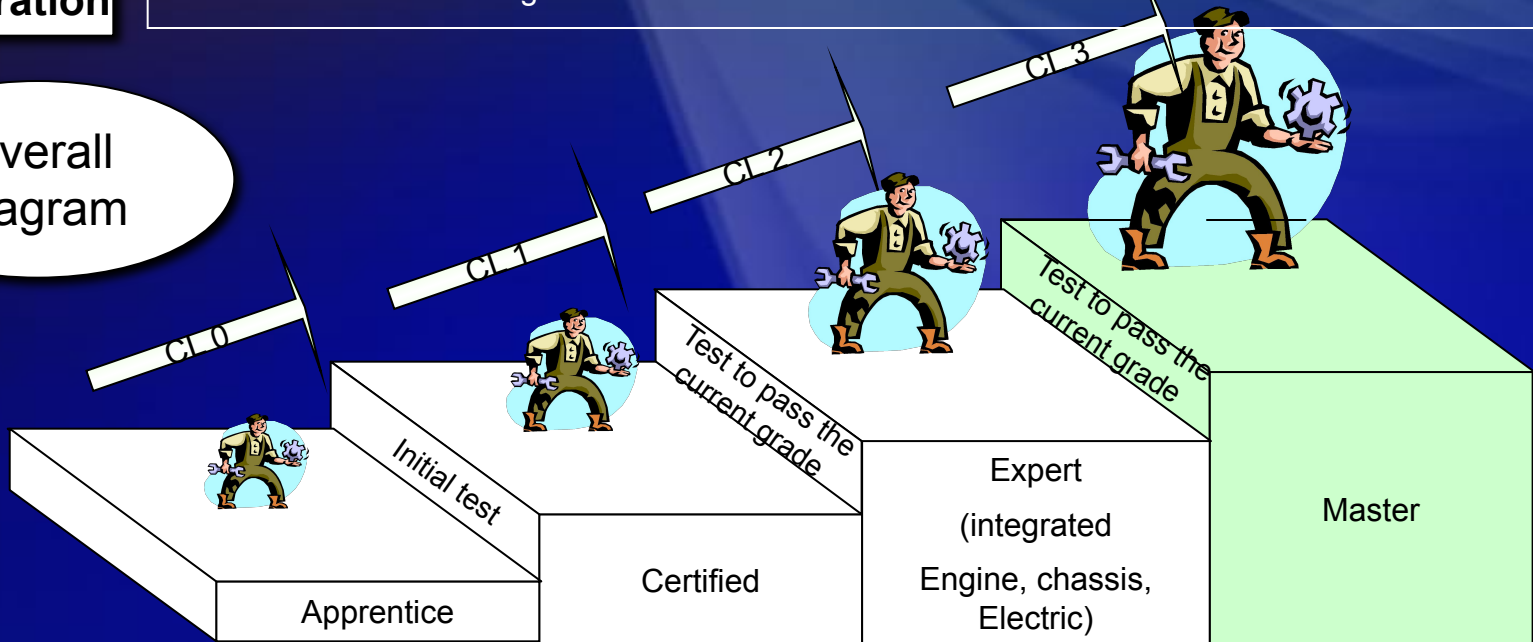
Expected Results

- ◎ Enhancement of FRFT and increasing customer satisfaction through skill up
※FRFT : Fix it Right at the First Time
- ◎ For technician satisfaction through various training opportunities.
- ◎ Offer an motivation to develop technician's skill and to work for long time (Technician retention)

2. Overview

<p>HTRP</p>	<ul style="list-style-type: none"> ◎ Deliver a training based on 3 steps / 4 grades training course and certify a skill level <ul style="list-style-type: none"> · Target – C/V technician of each service networks including common charged technicians for passenger & C/V · Grade type – Apprentice → Certified → Expert → Master · Grade application – Technician career and test result · Training contents – Basic auto-mobile theory, Engine, Chassis, Electric, Hi-tech system, New system, etc. · How to certify – Award certificate, Grade patch, passport
<p>School collaboration</p>	<ul style="list-style-type: none"> ◎ Support a few University to hire the student after graduation <ul style="list-style-type: none"> - It will be the recruiting source for the technician of HMC networks in Korea and overseas

Overall Diagram



- Basic : Build an A/S Infrastructure for exclusive C/V service system

Service net-works

- ✓ Workshop
 - 1) Branch workshop
 - 2) Dealer Workshop (Contract)
- ✓ Quick service shop
- ✓ Parts sales dealer

Easy to access for a customer

Facilities & Equipments

- ✓ Keep the required items for Commercial Vehicle repair
 - 1) SST & Hi-scan
 - 2) Lift / Pit etc.
 - 3) Hand tools
 - 4) Equipment

Easy to fix a problem correctly

Workshop Management

- ✓ In house training
- ✓ Employee Retention Program
- ✓ Customer retention through service marketing program
- ✓ Driving School
- ✓ Service Academy

Increase revenue

1. Service Networking - Policy

• Purpose

To offer a convenient service for commercial vehicle customers

• Strategy

- ▶ Consideration of a new service net-works
 - Study the U.I.O by major region / city
 - Study the driving route in the city of commercial vehicle
 - The standard for No. of Work Stall

Item	Explanation	Remark
Service UIO	• No. of sales vehicles for past 5 years	
Service rate	• Max. 70% of UIO	
Frequency factor	• More than 3 times per vehicle	
No. of repair daily	• Operation 2~3 times per stall	

2. Service Network

• Strategy

- Easy to access authorized workshop
- Understanding of commercial vehicle driving purpose
- Study the number of sales units in your region

• Location

• Type : By contract with private shop (Dealer)

- Region where a Service net work is not available
- Region where a Dist. can not invest to build own branch workshop

• Type : Managed by Dist. (Branch)

- Build a own branch workshop

• Target

- To save the C/V customer valuable time
- To offer easy obtaining service for C/V customer with proper service net-works

3. Quick Service Network

• Strategy

- Save the time for C/V customer
(Engine oil, Air cleaner, Brake lining etc)

• Type : By contract with private shop (Dealer)

- Gas station in the city and High-way
- Region where a Service net works is far away
- Automotive industrial area
- 2~3 Quick service : contracted by 1 dealer workshop

• Type : Managed by Dist. (Branch)

- Minimum 1 work-stall for main dist. work shop
- Shop open by dist.

- Minor (light) repair
Ex) Oil change, Filter change, Lining replacement etc.
- ※ Heavy repair job : Send it to main workshop or qualified dealer service net-work

• Location

• Major job

4. driving School

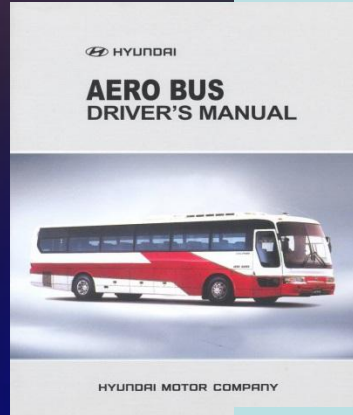
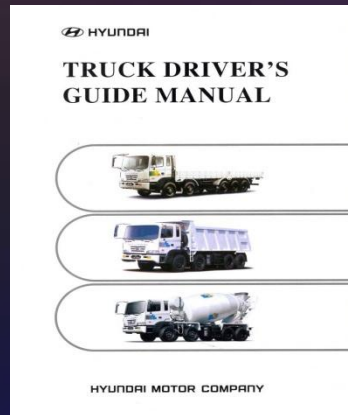
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- Keep Hyundai C/V with good condition
- Understanding Hyundai C/V system so as to avoid abusing or misusing
- Caution point
- Tips for Maintenance



HMC

- Certificate sample
- Training Guide available
- Training Manual
(Textbook, Video tape, Movie file)



Distributor

- Set up the program based on HMC guide
- Training Instructor
- Training Facilities : Visual equipment
(Video / Audio / Projector)
- Certificate

© Concluding Remark

◆ Final Request

Brand Loyalty Improvement through A/S

Management

- CRM
- W/Shop management

Facility

Exclusive
C/V Service

Human Resource

Employee
Retention

Service Networks

Branch, Dealer
Quick Service

Distributor's Additional Role