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**Mazda UK opens new in-house Customer Relations Centre**

* New Mazda UK Customer Relations Centre officially opened today.
* Customer Relations team now located in Mazda UK’s new head office in Dartford, Kent.
* Traditional outsourced customer contact centre approach replaced by Mazda employees.

As part of its continued focus on delivering first-class customer service, Mazda UK has officially opened its new Customer Relations Centre. Housed within their headquarters building in Kent, the 20-strong empowered team of customer executives will handle all types of contact with Mazda owners and potential purchasers.

Officially opened by Jorgen Olesen, the outgoing Vice President of Customer Service and Logistics at Mazda Motor Europe, Mazda UK’s new Customer Relations Centre (CRC) is designed to deliver first-time customer resolutions. With the ability to handle all types of contact from new car enquiries to technology questions, or even helping to find a Mazda3 model for a wedding cake decoration! Mazda’s new CRC team is built around a culture of delivering customer excellence whatever the situation.

“Our aim is to deliver a personal service that ensures everyone who deals with Mazda feels connected and is positively surprised throughout”, commented Andrew Beale, Mazda UK Head of Customer Relations. Adding, “today’s customer expects problem resolution to be fast, effective and easy. They also want to interact in a communication channel they choose, so our new CRC team is invested to go further by satisfying customer demands and delivering effective problem resolution and direct brand interaction in the communication channel of choice”.

“At Mazda we recognise the importance of engaging with our customers and keeping it simple for them, we have therefore moved away from the traditional outsourced customer contact centre approach and made a significant investment in creating our own team of passionate Mazda employees working at our new Head Office in Kent.”

With around 5,600 inbound contacts to the business each month, the Mazda CRC team will answer customer queries, whether that’s by phone, email, web chat or social media. Within the CRC team specialists in warranty, service, motability, fleet and product ensure a simple and personal service for everyone interacting with Mazda.

Mazda Motors UK Aftersales Director, David Wilson-Green commented “We’ve got a fantastic product range and now we are investing in people to make sure our customer interaction matches our spirited, stylish and great to drive cars. Having the right people allows us to continue our push for industry leading customer satisfaction and increased brand loyalty.”

- Ends -

Further press information is available at [www.mazda-press.co.uk](http://www.mazda-press.co.uk)

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