

Volvo CE inaugurates Customer Experience Center in China

30 November 2018 by Volvo Construction Equipment

A new Customer Experience Center was inaugurated on November 28th at its regional headquarters in Shanghai, accompanying the official launch of Volvo Services in China during bauma China 2018.

Customers, dealers and media, as well as Melker Jernberg, President of Volvo CE, Tomas Kuta, Volvo CE Senior Vice President of Sales and Francis Sum, President of Volvo Construction Equipment Sales Region China, all gathered to celebrate the inauguration of the company's new Customer Experience Center in China. Featuring a variety of digital interactive experiences, the center showcases Volvo CE's equipment and the integrated, customized aftermarket services available.

Experiencing total Volvo Services offering

The Customer Experience Centre is a spacious, modernistic pavilion that creates an open, welcoming space for customers. The center is divided into two areas: a Solution Center and Uptime Center.

The Solution Center is aimed at providing first-hand experience of Volvo CE's 'soft' solutions, helping visitors appreciate the comprehensive range of products and services that are available. Upon entering the zone, visitors are greeted by an interactive wall of Machine Applications, which cleverly portrays a panoramic picture of the working state of all Volvo CE's product portfolios.

On the other side, the nine blocks of Volvo Services (Fuel-efficiency, Productivity, Security, Financial, Uptime, Rental, Attachments, Parts and New Life) are presented on a nine-panel screen, upon which a film switches between single and multiple images to introduce the features of each element of the Services offered, how they support customers and interact with each other to create a compelling total offer.

The solutions zone also features a simulator that allows visitors to experience the operation of Volvo CE's products in a virtual environment, and these simulators are also important operator training tools.

Where greater uptime become reality

In another zone of the exhibit lies the Uptime Center, which is equipped with a screen and simplistic-styled furniture. The big Volvo Telematics Screen displays data gathered from Volvo CE machines operating throughout the country on a giant digital map of China, through which Volvo CE experts will be able to monitor

the overall performance of the machines being tracked.

The Center is also home to Volvo CE experts who are on hand to communicate with customers on 400 technical hotlines, understand their needs, answer technical questions and provide tailored consultations on subjects such as machine uptime and productivity. These technicians also support customers in selecting the right services to meet their needs, adding value to their businesses and ensuring a satisfying customer experience.

President of Sales Region China, Francis Sum commented: "Volvo Services have been upgraded and localized for the Chinese market, and so the timing was right to build a customer center to match the quality of our offerings. This center guarantees first-rate hospitality and allows us to demonstrate the benefits of our services in an engaging and interactive way. Helping customers succeed continues to be Volvo CE's top priority.

Source: Volvo Construction Equipment; SE10