



# AWARDS UPDATE

Category:  
CAR PANEL  
REPAIR & TRIM  
SERVICES

## INKERMAN PANELS TAKES TOP SPOT Three consecutive years of award winning

The popular conception of crash repairers as not being attuned to the needs of their customers has been well and truly challenged, proving once and for all that Crash Repairers are *not* all the same.

So says Mr G. R. Harwood, National Director of the Australian Achiever Awards, when singling out Inkerman Panels of St. Kilda as overall Repair Centre winner of the prestigious *2001 Australian Achievers Awards*. "Its quite obvious from all our surveys that Inkerman Panels treats clients the best in Melbourne, and sets a very high benchmark indeed" Mr Harwood said.

At the Award Presentation ceremony, Mr. Harwood praised Inkerman Panels for its dedication in providing clients with a level of service and care unparalleled in the industry. "Customer satisfaction is their number one priority, and to achieve that, the quality of repair and the way customers are treated has to be absolutely immaculate. Here, Inkerman Panels comes out tops - they're unbeatable," said Mr. Harwood.

In accepting the award, Director Mr Andy Holzer said that "offering a quality repair and good customer service should be taken for granted - it's a given.

"As far as we are concerned, anyone who does not offer that as a minimum should not be in the business."

Mr Holzer said "At Inkerman Panels, every client knows they are going to get that before they step through the door. Its what they get over and above, that gives us the leading edge. We anticipate their every need and concern way before they realize it themselves, and have it addressed efficiently and expertly to our customers absolute delight."

With an unbeatable score of 99.36% for customer relations and service, Inkerman Panels has shattered the crash repairers myth, that crash repairers are not focused on customer service. With an office

reception centre more akin to a corporate company's, and friendly warm personnel greeting you every step of the way, Inkerman Panels has been the benchmark for customer service in the industry not only here in Australia, but in many cities throughout Europe. The company has been featured in trade journals and been profiled in magazines all over the world and is the Number One destination for visiting trade delegations from Europe, Asia and the Americas. It has become a benchmark for good service, due to the time and effort which has been invested in processes that recognise the needs of the customer.

For over 40 years and spanning three generations of hands-on management, Inkerman Panels has led the industry in quality workmanship and customer relations. Inkerman Panels' commitment to customer care is evidenced in its trail blazing *24 Hour Customer Care Line* and in its motto "Exceeding your expectations.....we care."



Mr Geoff Harwood (left) and Mr David Howes (right), Directors of Australian Achiever Awards, present Mr Andy Holzer and his staff with his winning trophy and Award Certificate



And indeed - their caring works: they now boast *third* generation customers!

This is the third consecutive year in which Inkerman Panels has won an Australian Achievers Award, and the first in winning the top award recognizing them as the very best in the industry. They enjoy accredited status as factory approved repairer for Toyota, Lexus, Mazda Eunos and Peugeot.

Besides other benefits of being Victoria's best repairer, Inkerman Panels also gets free publicity, radio interviews and air time and commercials on radio.

With yet another award under his belt, you would expect Mr Holzer to sit back and cruise along on the success. Far from it. On having this suggested to him, he adamantly replied, "Complacency? Never! We are continually looking for ways of bettering ourselves, of going that one extra step for our clients, of really giving them a level of service and care that they would not get anywhere else in Australia. We are not satisfied unless our clients walk away with their expectations not met - but exceeded!"

"Yes", he added with more than a sense of pride, "we are indeed our own harshest critic."

## ABOUT THE AWARDS

The Australian Achiever Awards are an independent, unbiased award system based on assessment ratings from a businesses' own customers - an indication of a well run business where satisfied customers are a sign that a business is healthy and worthy of praise.

The award system focuses on the grass roots of community services and is designed to allow businesses to legitimately prove their true dedication to customer service in an award procedure which gives recognition to businesses within their own field of endeavour. Those businesses that put greater effort into customer service should be congratulated and are worthy of high consideration from the public who like to be treated well when they deal with any business.

## THE RESULTS

Inkerman Panels received the following scores across all customer and trade references, providing an indication of how clients rate the business over seven customer service values.

<b>Time Related Service</b> - <i>phone calls/appointments/delivery</i> .....	100%
<b>Client Needs</b> - <i>is the customer getting what they want?</i> .....	100%
<b>Care and Attention</b> - <i>all dealings handled with expected care</i> .....	100%
<b>Value</b> - <i>does customer satisfaction outweigh the cost?</i> .....	100%
<b>Attitude</b> - <i>politeness/friendliness</i> .....	99%
<b>Communication</b> - <i>clarity/informed</i> .....	97%
<b>Overall Perception</b> - <i>evaluates presentation of staff/premises/business</i> .....	98%

In summation, Australian Achievers viewed Inkerman Panels as being "credited as one of the few businesses that treat your customers with due care, attention and respect". Don't we all deserve to be pampered?

# TOP ACHIEVER:

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