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March 2009 Issue



KAIZEN becomes preferred partner for Technical Support

By VARIndia Correspondent

Kaizen has tied up with Mercury, Corsair, Wipro and AOC as their service partner in India and countries outside India. Kaizen was chosen because of its extensive Global footprint and state-of-the-art online tracking system, which allows the customers to track product replacement status with ease. **Kaizen's process is fully complaint with ISO 9001-2000.** it is a fully grown Technical support organization with 23 branches and 36 Up-country support locations.

In today's world, speed is defining the future. Kaizen's philosophy and focus is on speed and deliverance of value added services making it competitive for the enterprises. Speed enables all partners to position their product with extra mile of advantage vis-à-vis the competition.

Kaizen has pan India presence with service centers in a number of cities including Ahmedabad, Bangalore, Calicut, Chandigarh, Chennai, Cochin, Delhi, Guwahati, Indore, Jaipur, Kolkata, Lucknow, Ludhiana, Mumbai, Nagpur, Nasik, Patna, Pune, Secunderabad, Surat, Vijayawada, and Visakpatanam, with expansion plan to operate in 12 more location in the next 6 months. Apart from India Kaizen's arm stretches its presence in other countries like Bangladesh, Srilanka, Dubai, Nigeria and South Africa. The USP of KAIZEN being that it doesn't encourage a franchise model; all the engineers are on permanent role in the organization, which is one of key to the success story.

"Kaizen's outstanding nationwide service infrastructure has enabled Corsair to quickly establish ourselves as the premier DRAM/USB/PSU brand in India" commented Shane Dennison, Corsair Sales Manager Asia "Corsair RMA replacement turn-around times nationwide are now averaging under 5 days" Consumers can dial the toll-free BSNL number-1800-425-54-64.

"The establishment of the nationwide service network sends a clear message to our sales channel partners and consumers that Kaizen is taking a very strategic and long term positioning in the India market for a sustainable business development. Kaizen is an independent SBU and a profit making organisation and third party contracts ensure that other than Mercury there are other major brands who are reply on KAIZEN for efficient and cost effective service," **says Sushmita Das (Country Manager), Kobian Pte Ltd.**

"Commitment to customers is the key to our success and tie up are fruits of our commitment to the customers and the channel community. At Kaizen we continuously harness our deliverables, and map the deliverables depending on the requirements of different OEM customers. This actually put us in a new league of game where we have products and service capability. Globally, which is really unique," **says Murali Krishnan, Head of Kaizen.**

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