

## Kaizen introduces Upcountry Direct warranty service program

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Bangalore, India (Dec 18, 2009) – **Kaizen Infoserve** today announced an **Unique concept UPCOUNTRY DIRECT**, an industry first service aimed at cutting warranty turn-around times in upcountry territories for **Mercury's** Motherboard, SMPS, Multimedia Speakers and **Corsair's** DRAM, PSU, USB and CPU coolers products aimed at the PC enthusiasts and gamers.

Kaizen, since its inception, has had a steady progress in terms of partners, process, system and branches. With the changes in the requirements of partners /end-customers, Kaizen's system is getting into a new shape. For the coming months, Kaizen has set goals to reach to customers through a new upcountry support policy and opening two new branches in West, East and North India, taking the total branch strength to 30.

UPCOUNTRY DIRECT allows upcountry customers to directly log on to **www.kaizeninfoserve.com** or by calling **Toll free 1800 425 4234** and register the product with problem. Automated authorization would sent by **E-mail / SMS**, to the Customers, who then courier the RMA product directly to the designated service location and track the product online.

This unique concept "UPCOUNTRY DIRECT" is all set to open across India, customers in B & C class can now taste the similar Personal touch on par with our 23 branch locations. Extensive travel plan has been in place for all regional service In-charge to travel across and discuss with partners on new concept," said **Murali Krishnan**, Head of Kaizen.

"With UPCOUNTRY DIRECT, even the remotest of customers of Corsair can now enjoy the same warranty services enjoyed by those in major cities." commented **Shane Dennison, Corsair** Asia Sales Manager. "This will obviously be a big cost and time saver for customers whom previously had to make a long commute into one of the 23 service centers' nationwide."

"Keeping up our commitments to upcountry clients, Upcountry Direct is a complete RMA solution eliminating typical warranty problems by reducing courier costs, TAT and cutting dependence on their respective city service centers" commented **Sushmita Das** Country Manager Kobian Pte Ltd "**Kobian**" feels it is important to reward our best performing partners using "**Mercury**" so UPCOUNTRY DIRECT is in direct response to the considerable increase in upcountry market sales in the recent past."

About Kobian:

Ever since its inception in 1978, Kobian has steadily progressed to extend its reach across the globe and strengthened its position as a company firmly dedicated towards providing competitive and innovative products to meet customers' demands. Today, as the proud owner of the Mercury & iXA brand and manufacturer of computer components, peripherals, lifestyle products and consumer electronics, the group operates globally through 350 distribution channels, with offices in over 10 countries and factories in India and china. For more information, please visit our web-site: **www.mercury-pc.com** & **www.ixastyle.com**