



**DEALER
PREPAREDNESS**

**Annexure 10
Customer
Felicitation**



FRIENDLY



E-Ashwa Automotive

Customer Felicitation

Like any other auto dealer e-Ashwa gives its customer delight at utmost priority and hence, e-Ashwa has a standard procedure for customer felicitation. Under the e-Ashwa customer felicitation process dealer or a representative of dealer is required to greet the customer with a small bouquet of flower/ chocolate box or whatever dealer feels an appropriate mode of greeting and also should necessarily click a picture with the customer along with key as below which will be provided by e-Ashwa to the dealer and send such picture to the concerned marketing team for social media advertisement. A sample of such picture is given below:



FRIENDLY