



## Lava wins “Best customer experience team of the year award” in the consumer goods category

- 1000+ Lava authorized service centers across the country
- Agile distribution network ensuring service parts’ availability at/near customer touch points
- Post warranty service demand fulfillment leading to enhanced customer loyalty
- Strong data analytics capability eventually leading to shorter handset repair Turn Around Time (TAT) leading to customer delight
- Daily replenishment of field inventory

**New Delhi, February 8th, 2016:** The Customer Service Team at Lava International Limited has won the “**Best customer experience team of the year award**” in Consumer Goods category of **9<sup>th</sup> Loyalty Awards & Customer Experience Awards** conducted by **KAMIKAZE B2B MEDIA**. Different teams across organizations were evaluated on five parameters: business perspective/impact on organization, customer engagement, technology usage and innovation & uniqueness. Lava’s customer service team was chosen as the winner, amongst some very prominent brands, during a ceremony held at Taj Land’s End in Mumbai recently.

Lava values its customers and therefore has always striven to provide them an excellent after sales experience. Technology, Customer empathy and People are significant tenets on which the customer service function has been built. Lava has a robust service reach in all districts of India and service centers in the remotest areas such as Andaman & Nicobar Islands and Leh/Ladakh, which is a testimony to the brand’s focus on providing a delightful customer experience anywhere in the country. The workforce with strength of 104 personnel is the largest & strongest field operations team in the entire category and is empowered to take timely decisions in resolving customers’ issues. To enable this, the backend comprises of a highly efficient spare management vertical which ensures that any Lava customer’s handset gets repaired in the shortest possible time at any of 1000+ Lava authorized service centers. Amongst the Indian brands Lava is the only company to have automated spare parts billing for partners and statistically has the lowest 7 days defect rate from purchase.

Speaking on the occasion, **Mr. Gaurav Nigam, Head Customer Service, Lava International Ltd.** said, *“At Lava we strive to provide customer delight with empathy, through a pre-emptive/one stop solution, with quality guaranteed at the most efficient cost. It’s an honor to receive this award and it once again establishes our customer service prowess in the mobile handset industry. We handle complaints with multilingual support and are the only mobile handset company that does a daily part settlement with partners. We will continue to work with this momentum in the future as well to delight our customers.”*

In the recent survey by “Silicon India”, Lava was found to be the best Indian mobile handset brand in terms of after-sales services. Lava resolves 70% of the calls on the same day, responds to customers over Voice, Email, social media and reaches out to almost 15,000 unique retailers for taking service level feedback every month. Lava uses SAP based customer care portal and has also been awarded the “SAP ACE Award 2014-Best Run Award in Customer Experience-Service” in the Indian subcontinent.

**About KAMIKAZE MEDIA’s Loyalty Awards & Customer Experience Awards**



KAMIKAZE MEDIA's Loyalty Awards & Customer Experience Awards celebrate best practices in delivering outstanding customer experience across a broad range of industries and categories in the country. Besides providing leading brands with recognition for their hard work, the awards aim to support organizations by promoting continuous learning and innovation.

For more information, please visit [www.lavamobiles.com](http://www.lavamobiles.com)

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### **About Lava International Limited**

In a short span of five years, Lava International Limited has become one of the fastest growing mobile handset companies in India. It achieved revenues of USD 1.2 billion in FY14-15 registering more than 100% growth over FY 13-14. The company has overseas operations in Thailand where it is the number 2 smartphone brand and is also present in Nepal, Bangladesh, Sri Lanka, Pakistan, Indonesia, Mexico, Middle East and Russia. Lava is the only Indian mobile handset brand that has an in-house R&D and product-testing set-up in China and India with over 700 people in product design and development. Lava has already set up its first manufacturing plant in Noida and plans to invest INR 26.15 billion in a phased manner to scale it up to have an annual production capacity of 216 million phones. Recently, Lava was declared as the most trusted smartphone brand in product quality and after sales service amongst all Indian brands by Silicon India. Headquartered in New Delhi, India, the company has offices in Mumbai, Hyderabad, Kolkata, and abroad.

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