Audi Middle East Sets New Benchmark in Aftersales Excellence with Top Global Ranking

Audi Middle East has achieved a remarkable milestone, securing the top spot in the Aftersales Warranty & Technical Support Index (STLI) so far in 2024. This prestigious ranking, used by the Volkswagen Group to assess the performance of their global aftersales importers, reflects Audi Middle East’s unwavering commitment to excellence in customer service and technical support.

**Understanding the STLI**

The STLI is a comprehensive index that monitors and evaluates the performance of over 50 importers worldwide, encompassing major markets such as Spain, Germany, Italy, the USA, Japan, the UK, and more. This rigorous assessment involves 17 technical and warranty-related criteria, including field monitoring, product support qualifications, technical query response times, and claim management efficiency. Achieving a high ranking in the STLI requires importers to excel in these areas, demonstrating their dedication to providing top-tier aftersales service.

**Climbing to the Top**

Audi Middle East’s ascent to the number one position has been a journey of consistent improvement and strategic focus. In February 2022, Audi Middle East ranked 16th, but by the end of the year, it had climbed to 3rd place. This momentum continued through 2023, with the region securing 2nd place by year-end. By May 2024, Audi Middle East proudly achieved the top position globally.

This success is no accident. It is the result of proactive measures to guide dealers across multiple countries, each with unique challenges due to varying environmental conditions and government regulations. Audi Middle East’s ability to navigate these complexities and maintain high standards across the board has been instrumental in their rise to the top.

**Key Strategies for Success**

Audi Middle East has been diligent in ensuring that all dealers adhere to relevant KPIs. Using a thorough approach and market ranking similar to the STLI, Audi Middle East ensures that regular monitoring and guidance are crucial in maintaining consistent performance across the region. The service systems also provide an additional level of accuracy for data collection, which analyses customer complaints.

Employing factory-trained technicians and investing in continuous training have ensured that Audi Middle East remains at the forefront of technical proficiency. This focus on expertise allows for precise diagnostics and effective solutions, thereby enhancing customer satisfaction. By streamlining processes and reducing the average time for claim entries and technical authorisations, Audi Middle East has improved operational efficiency, resulting in faster resolutions for customers. Prioritising customer needs and providing tailored support have strengthened customer trust and loyalty. Initiatives such as real-time technical query responses and robust product support have set Audi Middle East apart from competitors.

Moreover, the engagement of individual markets also plays a crucial role in this success. The collaboration between Audi Middle East and the operational staff in workshops reflects the values that drive such achievements.

**Unique Challenges and Achievements**

Operating in the Middle East presents unique challenges, with diverse environmental conditions and regulatory requirements across different countries. Audi Middle East has excelled in this complex landscape, demonstrating remarkable adaptability and resilience. This achievement underscores the region’s ability to deliver consistent, high-quality aftersales service, irrespective of the challenges.

**Looking Ahead**

Maintaining the number one position in the STLI is both a significant achievement and a responsibility. Audi Middle East is committed to sustaining this excellence by continuously innovating and improving its aftersales services.

In conclusion, Audi Middle East’s top ranking in the Aftersales Warranty & Technical Support Index is a testament to their dedication, strategic focus, and relentless pursuit of excellence. This accomplishment not only highlights their superior aftersales performance but also reinforces their reputation as a leader in the global automotive industry. As they continue to navigate the dynamic landscape of the Middle East, Audi remains committed to delivering unparalleled service and support to their valued customers.

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| The Audi Group is one of the most successful manufacturers of automobiles and motorcycles in the premium and luxury segment. The brands Audi, Bentley, Lamborghini, and Ducati produce at 21 locations in 12 countries. In 2023, the Audi Group delivered 1.86 million Audi vehicles, 13,560 Bentley vehicles, 10,112 Lamborghini vehicles, and 58,224 Ducati motorcycles to customers. In the 2023 fiscal year, AUDI Group achieved a total revenue of €69.9 billion and an operating profit of €6.3 billion.  AUDI AG’s commitment to the region was confirmed through the foundation of its fully owned subsidiary in 2005, Audi Middle East, which covers Bahrain, Jordan, Kuwait, Lebanon, Oman, Qatar, Saudi Arabia and the UAE. Audi Middle East is systematically pursuing its path toward becoming a provider of sustainable, individual, premium mobility. Find out more about our models and our future-forward strategy for a sustainable future at [www.audi-me.com](http://www.audi-me.com) and [news.audimiddleeast.com](https://news.audimiddleeast.com/en/). |