

Dear SQS Member

2011 is in full swing and as your business venture has managed to weather the ‘recession’ that was 2009/2010, you are well placed to capitalize on the upward swing being experienced in our industry, as many motor industry economists are confirming.

I often think back to the origins of the SQS program to what it is today. I am pleased to confirm that the SQS system has from a single shop pilot in 2005, become the industry standard in customer satisfaction and service quality measurement. Such is the credibility and stature of the system that it is today the Service Quality Standard for almost 600 MBRs (panel beaters). The program is today a requirement of MBR approval programs for Citroën; Fiat/Alfa Romeo; General Motors, Great Wall Motors; Honda; Land Rover/Jaguar; Mercedes Benz; NISSAN; Renault; Subaru Motor; TATA Motors; Toyota; Volkswagen and Volvo.

In February 2011, KA SMART launched the new “dashboard” report to all users. Based on client feedback throughout 2010, we opted for a one page graphic report that you as a business manager can display in your workshop and will use to form part of your internal business processes. The new 2011 report will feature comparison of your SQS standards against any group you are approved by, new data quality feedback and the much anticipated manufacturer “Out of Approval” detail.

Also new is the long awaited 2<sup>nd</sup> comment report, which reflects the details from the 3 day call back as well as reversal confirmations. Although the new reports are available 24/7 online at [www.smartsqs.co.za](http://www.smartsqs.co.za) we will also be emailing them directly to you every month for the first few months. I urge you to please start downloading your reports monthly from the SQS website as there are many other reports for you online. Please feel free to contact your designated customer relations manager (CRM) at 041 364 0211 for your username and password.

Once again, 2010 saw a few manufacturer conferences. For those that attended GMSA and VWSA conferences in Port Elizabeth, Land Rover in Knysna and MBSA in Pretoria, I think you will agree, they all were very informative and great fun. Special mention must go to the national SQS award winners from these manufacturer groups, namely:

GMSA	Approved 1 <sup>st</sup> Place Speed Shop 1 <sup>st</sup> Place	JL Panelbeaters Auto Magic Somerset West
Land Rover	1 <sup>ST</sup> Place 2 <sup>ND</sup> Place 3 <sup>RD</sup> Place	SMH Paint Technics Auto Trust Body Repairs Alpha Panelbeaters

MBSA	High Category:	Auto Trust Body Repairs
	Medium Category:	Giorgio Express Auto Body Repair
	Low Category:	Supreme Technique Autobody Repair
	Commercial Category:	Big Bodies

VWSA	1 <sup>ST</sup> Place	JL Panelbeaters
	2 <sup>ND</sup> Place	Auto Trust Body Repairs
	3 <sup>RD</sup> Place	Paramount Body Works

Congratulations to all of the winners. KA SMART commends your efforts and wishes all users on the SQS System the best of luck with their business for the future.

In closing remember SQS was developed to assist you, and its on-going development is user driven. If you feel we need to add or change something, we will take up your ideas. Several evolutions in the system and the reports have been driven by suggestions from your fellow MBR users. We welcome your input.

Best Wishes



Justin Swanepoel  
Director: Customer Service