

Port Elizabeth customers 'blown away' by their new CSC

Bell Equipment Sales South Africa (BESSA) celebrated the opening of its new Customer Service Centre in Port Elizabeth at the beginning of April with a festive cocktail party for eighty-eight invited guests and eighteen Bell employees.

Among the Bell representatives were Chief Executive Gary Bell; BESSA Managing Director, Bokkie Coertze; BESSA General Manager: Sales and Marketing, Terry Gillham; and Regional Manager of the Cape Region, John Collins.

When the lease for the old CSC expired in 2010, Bell Equipment took the decision to move and succeeded in finding newer premises, more favourably located and with great visibility from the road. Other advantages of the new premises are better access for customers and staff as well as a larger yard for easier loading and off-loading of equipment.

Bell Equipment Chief Executive Gary Bell said: "As a company we understand that our continued focus on our customers and our drive to understand their equipment and after sales needs is key to our growth. For this reason we are busy upgrading and investing in our Customer Service Centres across the country to further improve our coverage and support. In some cases this involves building completely new facilities."

John Collins, Cape Regional Manager said that Bell Port Elizabeth forms an integral part of the Cape Region

Team, which stretches from Mthatha to Nambia. "This Customer Service Centre in particular is blessed to have long serving and experienced team members who work as a unified team, supporting one another as they work harder and smarter towards driving customer service delivery, efficiencies, sales and managing costs.

"The new premises provides a great location, more pleasant surrounds, spacious office space, a parts store and facility we can be proud of and superb workshop and open ground area with ample customer convenience and parking. This new facility is a new beginning and indicates our commitment that Bell Port Elizabeth is here to stay and that the Bell Equipment name remains synonymous with customer service excellence and a dedicated Bell support team you can rely on no matter what," said Collins.

"Our special thanks to all our customers who have supported us over the years and special welcome to all our new customers. We hope they can be as pleased as we are with our new facility, which will enable us to continuously improve on our service delivery and our operations. It was overwhelming and heart warming to see such a large number of customers who made the effort to attend our opening, show their support and wish us well," he ended.

Those in the Port Elizabeth area can find the new premises at 55C Burman Road, Deal Party, Port Elizabeth.

