

CHAPTER - IV

COMPANY'S POLICIES REGARDING AFTER-SALES-SERVICE

While evaluating the Company's policies regarding after-sales-service, it has been decided to follow the theoretical outline presented in Chapter-II.

The aspect of Warranty, its actual working, schedule of services and the jobs carried out at the time of respective services, i.e. first service, second service and third service, have been studied in detail in order to throwing light on the Company's policies with reference to customer after-sales-services. This analysis helps in understanding the plus and minus points of the policies pursued by the Company.

4.1 WARRANTY - SCOPE AND LIMITS FROM THE VIEWPOINT OF BAJAJ AUTO LIMITED:

Almost every automobile manufacturing Company in our country has supported its product by a warranty and offers a very efficient after-sales-service.

BAJAJ AUTO LIMITED gives the following warranty in respect of the Bajaj Scooters and Motorbikes manufactured by it. Every possible care and precaution has been taken to

ensure quality in respect of the material and workmanship in the vehicles manufactured by them. Bajaj Auto Limited has promised customers that the Company will replace or repair the parts and scooter, respectively, free-of-charge within a period of 180 days or 6400 kms. of run, whichever even occurs earlier from the date of purchase of a scooter, but such part or parts thereof as may be found on examination to have manufacturing defects.

The Company's policy regarding warranty claims in respect of such items like shock-absorbers, speedometers, chains, etc., though claimed through them; are subject to the acceptance of the respective manufacturers. Proprietary parts, tyres, tubes, battery and spark plugs are warranted by their respective manufacturers and should be claimed on them directly by the customers. Bajaj Auto Limited is not liable in any manner to replace them though their dealers will give full assistance in preferring such claims on their manufacturers.

Bajaj Auto Limited has undertaken no liability in the matter of consequential loss or damages caused due to the failure of the parts. Delays, if any, at the repairing workshop, in carrying out repair to vehicle shall not invoke a right for claiming any compensation for damages or extension of the warranty period.

Bajaj Auto Limited reserves the right either to repair or to replace the defective parts.

The warranty offered and any claim arising therefrom is subject to the jurisdiction of Pune only.

No claim for exchange or repair can be considered unless the customer -

- (a) Ensures that immediately upon discovery of the defect, he approaches any nearer authorised dealer of Bajaj Auto Limited with the concerned vehicle and enables him to remove and despatch the part/parts attributing to the manufacturing defect to the Company and pays for the freight charges for despatch of these parts;
- (b) Produces the original warranty certificate to enable that dealer to verify the details.

It must be expressly understood that claims forwarded directly to them by the owner/customer will not be entertained at all and such defective part/parts thus forwarded by them will be at Company's factory at their own risk and this warranty shall not be enforceable.

This warranty is not applicable to -

1. Normal maintenance operations like brake and clutch adjustments, cleaning of fuel system, engine tune-up or such other adjustments;
2. Replacement of electrical items like bulbs and rubber

components like grommets, 'O' rings, bellows as well as filters, packings, gaskets, etc.;

3. Parts of the vehicle that have been subjected to misuse, accident, negligent treatment or which have been used in conjunction with parts and equipment not manufactured or recommended for use by Bajaj Auto Limited, if in the sole judgment of Bajaj Auto Limited, such use prematurely affects the performance and reliability of the vehicle;
4. Parts of the vehicle that have been altered and modified or replaced in unauthorised manner, and which, in the sole judgment of the Bajaj Auto Limited, affects its performance and reliability;
5. Vehicles that are not being serviced by Bajaj Auto's authorised dealers as per the service schedule described in the free service coupons issued to the customer;
6. Vehicles used for any competition or race and/or for attempting for setting up any kind of record.

Bajaj Auto Limited reserves the right to make any changes in design or to add any improvements on the vehicles at any time without incurring any obligation to install the same on the vehicle previously supplied and sold. Also, the conditions of this guarantee are subject to alteration without any notice.

This warranty is given in lieu of and excludes every

condition or warranty, whether statutory or otherwise not herein expressly set out.

Table 4.1
Schedule of services

Services	Period	or Kms.
For 1st Service	30 days	500 to 750
For 2nd Service	90 days	2000 to 2500
For 3rd Service	150 days	3500 to 4000

Source: Manual of Bajaj Auto Limited.

Table 4.2
Comparative servicing schedule

Company	1st service		2nd service		3rd service	
	Period (days)	kms.	Period (days)	kms.	Period (days)	kms.
Bajaj Auto Limited	30	500-750	90	2000-2500	150	3500-4000
Kinetic Honda	30	750-800	90	3000-3500	180	7500-9000
Escorts	30	1000	90	3000	180	6000
LML Vespa	30	500-750	80	1500-2000	120	2500-3000

Source: Manuals of the respective Companies.

4.2 JOBS CARRIED OUT AT THE TIME OF FIRST, SECOND AND THIRD SERVICES:

Bajaj Auto Limited has offered three free services, specially programmed to keep the vehicle in a perfect condition. The Company has made available these services at their authorised service stations at the appropriate periods. After the free service, the vehicle still needs the regular servicing and maintenance to ensure optimum performance.

For such repairs and maintenance, Company has advised customers/owners to contact their authorised dealers and service dealers, who are fully equipped and manned by factory-trained personnel. Bajaj Auto Limited also has requested the customers not to get lured by the apparent low cost of non-genuine spareparts, but insist on the genuine Bajaj spares. If the customer adheres to the above practice, he will definitely get a troublefree performance from the vehicle.

Jobs carried out at the time of first service:

The first service is valid for 500-750 kms. or 30 days from the date of purchase, whichever occurs earlier. Following are some suggestions of Bajaj Auto Limited to their authorised dealers and authorised service dealers in respect of services:

500-750 kms. Service

Do not wash vehicle under excessive pressure.

1. Wash vehicle on receipt.
2. Check and correct tyre pressure.
3. Check wheel nuts.
4. Check cylinder head nuts.
5. Check all other nuts and bolts.
6. Flush and refill oil in the gearbox.
7. Check and adjust handle bar.
8. Check steering adjustments.
9. Check gear shifter and clutch lever for proper adjustments.

10. Check front wheel brake and lever for efficient working.
11. Check rear wheel brake and pedal for efficient working.
12. Check grease nipples and lubricate.
13. Clean spark plug, adjust gap and refit. Adjust C.B. point gap. Check ignition timing.
15. Check and adjust engine idling.
16. Test-drive the vehicle on receipt and before delivery.
17. Clean the vehicle before delivery.

4.3 JOBS CARRIED OUT AT THE TIME OF SECOND SERVICE:

(Second Service - 2000-2500 kms. or 60 days)

Do not wash scooter under excessive pressure.

1. Wash and clean the vehicle.
2. Check and correct tyre pressure including that for the spare wheel.
3. Check all important nuts and bolts for tight and tightness, especially handlebar, engine mounting, wheel nuts, cylinder head nuts, etc.
4. Check oil level in gearbox and top-up, if necessary.
5. Check gear shifter and clutch lever for proper adjustment and working.
6. Check and adjust front wheel brake and lever for efficient working.
7. Check and adjust rearwheel brakes, pedal for efficient working.
8. Lubricate control lever terminals and gear shifter.

9. Check all lights, horn and switch operations for satisfactory working.
10. Check and adjust spark plug gap, C.B.Point and ignition timing.
11. Check and adjust engine idling.
12. Clean air filter.
13. Test-drive the vehicle on receipt and before delivery.
14. Clean the vehicle before delivery.

4.4 JOBS CARRIED OUT AT THE TIME OF THIRD SERVICE:

Third free service valid for 3500-4000 kms. or 150 days from the date of purchase whichever occurs earlier.

Suggestions to Dealers:

Do not wash the vehicle under excessive pressure.

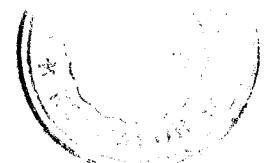
1. Wash vehicle on receipt.
2. Check and correct tyre pressure, including spare wheel.
3. Check wheel nuts.
4. Flush and refill oil in gearbox.
5. Check gear shifter and clutch lever for proper adjustments.
6. Check rear wheel brake and pedal for efficient working.
7. Check grease nipples and lubricate.
8. Lubricate control lever terminals and gearshifter.
9. Lubricate front wheel bearings.
10. Clean spark plug, adjust gap and refit.
11. Check ignition timing, adjust C.B. Point gap.

12. Grease felt on cam.
13. Check and adjust engine idling.
14. Test-drive the vehicle on receipt and before delivery.
15. Clean vehicle before delivery.

In India, automobile industry has been plagued by a critical shortage of qualified mechanics, lack of proper warranty administration and product problem identification. Many of our automobile industries, particularly of two-wheelers, have lost a tremendous amount of goodwill because of mishandling of customers by some repairmen and service organizations. Many of the Companies have failed to set product service objectives to attract and educate its potential customers. While evaluating the policies of after-sales-service of Bajaj Auto Limited, it is observed that the Company has not considered certain valuable measurements to make its policy as strong as possible.

1. Warranty Administration:

Bajaj Auto Limited has not cleared its warranty policy in order to ensure that appropriate action is taken when needed; to avoid conflicts with customers. In developing and administering a warranty system, at least three aspects should be covered explicitly. These are: (a) repairs, (b) replacements, and (c) refunds. The Company has not specifically mentioned when each of these three alternatives applies and under what terms and conditions. Also, the Company has not



clearly mentioned the type of warranty in its after-sales-service policy.

2. Preventive Maintenance:

Hero Motors Limited, Kinetic Limited, have, for many years, successfully employed the preventive maintenance contract system, to the benefit of the Company and its customers. This contract offers a specific number of service-calls, to be provided on a periodic basis. The frequency of calls is proportional to the use of the product, its potential failure rate, or both. Such contracts are not included in the service policies of Bajaj Auto Limited. Emphasizing this contract, the Company may reconstruct its policy to assure customers satisfaction.

3. Parts Service Policy:

The Company's policy regarding after-sales-service is to stand behind the product and its parts supporting warranties. But Bajaj Auto Limited has not cleared the specific names of those parts which are actually warranted and not warranted. To make the customer aware, it is better to give a list of parts which are to be warranted.