Volvo Trucks' Asia Pacific VISTA Competition Sets New Record in Pursuit of Customer Excellence





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The world's best aftermarket professionals in Volvo's service network, including overall Asia Pacific Final winner from Indonesia, are set to meet at the World finals of VISTA 2015-2016 in Gothenburg, Sweden starting on May 31
April 2016 – More than 18,500 participants have been taking part in Volvo VISTA 2015-2016, the world's largest competition for aftermarket personnel. Across Asia Pacific, the current edition had attracted more than 4,000 participants – the largest ever contingent in this biennial event. The top 24 teams from Asia Pacific were in Bangkok, Thailand for a 2-day competition with the 6 winning teams from Indonesia, Australia, China, Taiwan and Singapore advancing to the World Finals in Gothenburg, Sweden starting on May 31.
Mr Jacques Michel, President of Volvo Trucks in Asia Pacific said, "We are extremely proud that we have been able to double the number of teams in this year's competition and would like to extend my congratulations to the winners. Our aftermarket professionals meet and interact with our customers each and every day. They are arguably the most important people when it comes to delivering customer satisfaction and we recognise that."
VISTA has grown from being a local competition for Volvo's mechanics in Sweden in 1957 to a global event spanning 98 countries today. The Asia Pacific region has also developed into the second largest region in terms of participation rate, with over 4,000 participants representing 15 different countries taking part in the 2015-2016 edition.
„VISTA is not merely a competition. It has a strong heritage and is a very effective competence development tool where teams are tested also on their ability to work together, solve problems together and meeting the Volvo's required standards," Mr. Michel further elaborates.
Since the onset of VISTA in September last year, the teams of 2 to 4 aftermarket professionals have been competing in three theoretical rounds. The teams have to answer 30 questions in each round, covering the Aftermarket area of the Volvo business and operations. 24 teams made it to the regional finals in Bangkok – a great testatment of their performance, yet not the end of the journey.
Mr Michel explains, " VISTA embodies the aspirations that we as a company has. We strive to be leading in our customer satisfaction and also constantly pursue to be the most desired employer in our industry.
Regional finals are also being held in Curitiba, Gothenburg and Greensboro. The top 32 teams will then move on to the World finals which will also be held in Gothenburg, Sweden on May 31, 2016 at the Volvo Trucks global training centre.
Mr Filip Van den Heede, Vice President Aftermarket of Volvo Trucks Asia Pacific is delighted with the competition so far, "VISTA is a key part of our competence development programme covering the technical and commercial areas of the Aftermarket business including awareness of the Volvo brand. Everyone who takes part in VISTA is guaranteed to come away from this experience with improved skills and new knowledge, which is why we encourage all our employees to get involved. Everything that the participants learn while competing has a direct impact on the quality of services we provide to our customers.
For more information about VISTA, please visit http://vista.volvo.com.