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Kaizen's expansion plans for 2011

Increase the pan India direct presence to 100 Locations by January

Announcement / Corporate October 26, 2010, 19:35 IST

Kaizen, since its inception has had steady progress in terms of partners, process, system and branches. With the changes requirement of partners/end customers, **Kaizen** goal to reach to customers through a unique up country support had yielded good results. As next step to move closer to customers, **Kaizen** has its goal that by Jan 2011 to increase it's Direct Support Locations from 70 to 100.

In the last quarter taken up the task of preventive maintenance for an ODM customer in 7 Indian states comprising Banking and Public Sectors units, with this **Kaizen** has made a bench mark of mapping all the locations including remote villages in 11 states with its own team of Engineers. "September and October has been really good for **Kaizen** in terms of reaching the service deliverables set by clients, having a direct presence in the new selected locations would enable us to give a personal touch with services, availability of buffers, on-the-spot delivery said", **Murali Krishnan, Head of Kaizen**.

Kaizen has set-up an independent division to obtain the feed-back from customers who avail the service from its branches / Support locations, as feed-back's are one of the main sources of data to improve the efficiency. Further a Marketing Manager is on board to handle prospective clients and help the program Managers in managing the SLA set to each existing OEM / ODM, while the respective program Managers tagged to the OEM / ODM clients drive the service operations and get the required results, said **Murali**.

In conjunction with **Kaizen Infoserve**, **Corsair** offers service and warranty across nationwide, with a dedicated team of service representatives is on-hand to respond to replacement and technical queries relating to memory modules, USB drives and PSUs through toll free number at **1800 425 54 64** and email (indiaservice@corsair.com). Elaborating more on it, **M. A. Mannan**, Country Manager (India), **Corsair**, said, "The express replacement cell, which offers 24 hour express replacement service was well received by our Customers / partners".

" **Kaizen** has made a bench mark of mapping all the locations including remote villages in 11 states with its own team of Engineers," Says **Sushmita Das** Country Manger **Kobian Pte Ltd.**, She further opined, "**Kaizen** values the support of its channel partners / customers in its steady performance and intensifies its support development endeavours".