



Kaizen introduces Upcountry Direct warranty service program

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Kaizen Infoserve announced an **Unique concept Upcountry Direct**, an industry first service aimed at cutting warranty turn-around times in upcountry territories for **Mercury's** Motherboard, SMPS, Multimedia Speakers and Corsair's DRAM, PSU, USB and CPU coolers products aimed at the PC enthusiasts and gamers.

Kaizen, since its inception, has had a steady progress in terms of partners, process, system and branches. Upcountry Direct allows upcountry customers to directly log on to www.kaizeninfoserve.com or by calling toll free **1800 425 4234** and register the product with problem. Extensive travel plan has been in place for all regional service In-charge to travel across and discuss with partners on new concept," said **Murali Krishnan**, Head of Kaizen.

"With Upcountry Direct, even the remotest of customers of Corsair can now enjoy the same warranty services enjoyed by those in major cities." commented Shane Dennison, Corsair Asia Sales Manager. "Keeping up our commitments to upcountry clients, Upcountry Direct is a complete RMA solution eliminating typical warranty problems by reducing courier costs, TAT and cutting dependence on their respective city service centers" commented **Sushmita Das** Country Manager Kobian Pte Ltd "**Kobian**" feels it is important to reward our best performing partners using "**Mercury**" so **Upcountry Direct** is in direct response to the considerable increase in upcountry market sales in the recent past."