



Customer Service

Handout I

Alister Netstar Case Study

Altech Netstar

Altech Netstar pioneered the stolen vehicle tracking and recovery industry in SA in 1994, and is the market leader in terms of size, product range, and an unsurpassed private recovery infrastructure.

Owned by the JSE listed Altech Group, Altech Netstar employs over 800 people, based at its head office in Midrand, regional offices in Durban and Cape Town and branches in Port Elizabeth, Rustenburg, Richards Bay, Newcastle, Witbank, Bloemfontein, Polokwane and Nelspruit.

Over 10,000 Altech Netstar tracking systems are installed per month, through a network of over 100 fitment centres around the country.

Altech Netstar operations extend into Zambia, Namibia, Swaziland, and Botswana. It has also established a successful operation in Malaysia.

With its footprint extending into Southern Africa and its exclusive ground and air recovery teams, Altech Netstar is able to recover vehicles in an average time of less than an hour. Without having to rely on the SAPS, Altech Netstar can respond immediately and where possible hand the recovered vehicle directly back to the owner.

Accepted by insurers and motor manufacturers alike, Altech Netstar caters for a wide range of needs with its product line-up. Its locally designed and manufactured systems have stood the test of time and include the famous Early Warning System with panic button, the advanced Vigil with full GPS/GPRS functionality, Cyber-Sleuth with a convenient internet location function, the ever popular Sleuth, and now the latest personal tracking device, Guardian.

Write down your conclusions.

1. What are the benefits for Altech of having a productive business relationship with the customer?
2. What does Altech do to help build strong relationships with its customers?
3. What does Altech have to avoid in maintaining good relationships?