

Back row: Clinton Poonsamy (left) and Peter Lombard.
Front row: Jake Mulasi (left), Yvette Jonker and Tiaan Bosch.



BODY SHOP

HJ BOSCH & SONS AUTOBODY REPAIR NETWORK GROW

HJ Bosch & Sons Autobody Repair Network is excited to announce that, due to remarkable growth over the last 50 years, they are expanding. In fact, they are opening a new branch in Rosslyn, 12 William Hoy Street, Pretoria on 1 October 2021

"It is with pleasure that we introduce the co-owner, Mrs Jake Mulasi to you," said Yvette Jonker, franchisee liaison administrator. "She will be joining us as the managing director of HJ Bosch & Sons Panelbeaters Rosslyn (Pty) Ltd. Jake's hard work, passion and personal

motivation has enabled her to climb her career ladder swiftly." In conjunction with Jake's nursing studies, she completed her community service at the Department of Health in March 2006 until January 2008 as a professional Nurse.

Realising her passion for Occupation Health, Jake joined Life Occupational Health as an Occupational Health nurse until December 2009 and was promoted to clinic manager thereafter until February 2012. Jake is currently employed as a National Occupational Health Practitioner/

Specialist for Transnet Engineering and fulfills responsibilities such as appointing and managing Occupational Health service providers. Throughout Jake's employment career she has proven to be able to complete any challenge that comes her way and has sufficient experience in fields such as finances, human resources, administration, policies, processes and procedures."

"We are confident that she will bring value to all our clients and help to get the most out of our service," Yvette concluded.

RESEARCH

WHAT DO CUSTOMERS WANT FROM A REFINISH BRAND?

by Justin Swanepoel

What are the top 10 customer needs and wants (product and staff) from a refinish brand? And does your business meet them?

In June and July 2021, Real Research conducted a two-fold qualitative telephonic survey into a representative sample of motor body repairers in South Africa. The topic was "The needs, wants and expectations of a refinish brand and their staff". The open-ended market feedback was consolidated, mined and grouped to create a quantitative output. Justin Swanepoel from Real Research states "Being very close to the motor body repair industry and refinish brands for many years, this exercise was well received and it was wonderful to have deep conversations with owners instead of smashing out a survey."

The below charts illustrate the Top 10 most important expectations that a refinish brand should be aiming for from a product and staff perspective. "There are a mix of nice-to-have items and have-to-have items. At the end of the day, the refinish brands management have their own strategies, plans and systems. This is merely a third party voice of the customer. We hope that the refinish brands in the market partner up with the Real Research business intelligence products to measure, track and align with these items and more".

Real Research specialises in market, customer and competitor intelligence for many local and global brands. They can be reached by calling Justin on 0827732839 or emailing justins@realresearch.co.za.

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Voice of the customer study. June 2021 South Africa

Top 10 product and staff expectations of a refinish customer

Top 10 product expectations



Top 10 staff expectations



Real Research has a geo-coded dataset of 2000+ vehicle repair shops in South Africa and 150 in (Namibia, Zimbabwe, Botswana, Mozambique, Lesotho and Swaziland)

