



HAIER PREMIUM SERVICE: EXCELLENCE AT THE SERVICE OF CONSUMERS

Haier Premium Service makes its debut in Europe with the aim of providing dedicated and integrated assistance to be even closer to the needs of its customers

25 June 2020 - Haier (www.haier-europe.com), the number one brand in the world of household appliances*, presents **Haier Premium Service**, a brand new package of solutions aimed at providing an integrated and personalised service to the customer.

Haier Premium Service — operating in the main European countries: **Italy, France, United Kingdom, Germany, Switzerland, Spain, Belgium, Holland and Poland** — fits perfectly into the Haier Group's claim and mission: '**Zero Distance to Consumer**', *no distance* from the consumers, aiming for a continuous presence closer to their needs.

The main features of **Haier Premium Service** are a **360 degree contact centre** — with extended opening hours and priority telephone lines — **a team of dedicated consultants for pre-sales and after-sales support for the end customer** and a **Premium Service programme** with guaranteed intervention times and **a series of personalised proposals** during interventions to improve the experience with additional services and products.

Additional services include the exclusive "**Check&Care**" programs for the control and maintenance of products in order to use appliances to their full potential and guarantee their performance over time.

Considering the impact of the COVID-19 emergency on the life and expectations of consumers, Haier Premium Service — in addition to ensuring full activity to guarantee continuity of service — has provided during the intervention of its technicians **the gift of a "Safety kit"** containing two pairs of gloves and two surgical masks, with the message "**Take care of yourself**", a small gesture to show the attention Haier has towards its customers.

*"Haier Premium Service aims to give our customers the best of our commitment, in order to meet their needs and expectations, with an extraordinary pre- and after-sales service," commented **Andrea Quaini, Head of Haier Europe's after-sales service**. "We are confident that, in this unprecedented and challenging period, the expertise of our team of engineers, our Contact Center operators and our dedicated consultants will play a key role in realizing our vision: 'Zero Distance with Consumer'."*

**With an overall market share of 15.7% of retail sales volume
Source: Euromonitor International Limited; retail sales in units based on 2019 data.



ABOUT HAIER

Haier is the brand dedicated to those who aspire to high level experiences related to household appliances.

Unique advanced technology, superior design and tailored connection experience are the three pillars of Haier, which offers a wide range of products and solutions in the cooling, washing, cooking and air conditioning segments.

Haier is part of the Haier Smart Home Group, ranked as the world's top selling group in major household appliances in 2019 (Source: Euromonitor)

www.haier-europe.com

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