



H***** P*****y <h***h.p*****y@gmail.com>

Reminder 1 - Escalation & Complaint | 1-4228489693 | Ongoing Nightmarish Sales Experience with Hyundai | Capital Hyundai, Noida

H***** P*****y <h***h.p*****y@gmail.com>

13 August 2021 at 10:10

To: crsales@hmil.net, chitralahiri@hmil.net, xcc6003@hmil.net, crossi@hmil.net, anju.sharma@hmil.net, xcc6002@hmil.net, crservice@hmil.net, reshujain@hmil.net, xnro204@hmil.net, xcc2201@hmil.net, xcc5001@hmil.net, xcc5036@hmil.net, xwsr301@hmil.net, jitendrasingh@hmil.net
Cc: gm.sales@capitalhyundai.co.in, crm@capitalhyundai.co.in

Dear Hyundai Team,

Kind Attention:

Mr. Vikas Jain (Vice President, Unit Head - Sales, M/s. Hyundai Motor India Limited)
Mr. Sudhir Peethambaran (Head - CRM, M/s. Hyundai Motor India Limited)
Mr. Pankaj Tiwari (Assistant Vice President, M/s. Hyundai Motor India Limited)

I feel extremely sad and disappointed that I have to write this mail to Hyundai Motor India Limited but the lack of response, ignorance, mishandling of customer grievances shown by your team has pushed me to resort to any and every measure to get a response from you and your team.

As you and your team can see, I raised a complaint on 5th Aug 2021 with Hyundai and dropped a mail on 6th Aug 2021 to the Hyundai team and there has been absolutely no response from your end. The complaint was forwarded to M/s. Capital Hyundai, Noida and while they are trying their level best to arrange for the car but they also are not sure about the delivery in August 2021 as there is no clarity from the Hyundai team to them. For the sake of clarity, I am resharing all the details so everyone is on the same page:

- **Date of Booking:** 2nd Jan 2021
- **Booked At:** Capital Hyundai, Noida
- **City:** Noida
- **Booking Reference Number:** B202126130
- **Car Model:** Creta
- **Variant:** SX(O) IVT
- **Colour:** Phantom Black
- **Booking Amount:** Rs. 25,000
- **Promised Delivery Time Frame (at the time of booking):** Verbally 3 to 4 months and in writing 5 - 6 months (as per booking docket)
- **Complaint Raised On:** 5th Aug 2021
- **Complaint Reference Number:** 1-4228489693
- **Call Back From Hyundai:** None
- **Complain Sent Of Email:** 6th Aug 2021
- **Acknowledgement to Email From Hyundai:** None
- **Waiting Timeline:** 7 Months and 10 Days (and counting)
- **Expected Delivered Date:** Not Known By Anyone. It's a mystery.

Raising The Complaint & Aftermath:

I was promised delivery in the month of July (with the dealer's 101% confidence level in June end, 90% confidence level in the first of July, and 0% confidence by mid-July). Then it was told to me that 101% delivery would be done in Aug 2021. During my conversation with my Sales Assistant (SA - Mr. R**i) on 5th Aug 2021, I understood from the tone that he is not sure if something is going to happen even this month. Then I spoke to GM Sales of the dealer and he said that he is not sure as due to the semiconductor shortage/chip issue the production is very low for SX(O) IVT. With no other option left, I raised a complaint to Hyundai Customer Care.

During the call, the customer care executive/representative said that there is no issue of any sort of shortage!!! He tried taking Regional Office Hyundai on call but there was no response. He finally (with a lot of reluctance) raised the complaint (he wanted to raise the issue as a concern rather than a complaint). I asked for the email id of the concerned people in the regional or zonal office so I can drop a mail but he mentioned sending the mail to crsales@hmil.net as he doesn't have any other email address. I have dropped the below email to Hyundai after raising the complaint.

After my complaint, I did get a call from Capital Hyundai's CRM team (Ms. G***a - Thanks ma'am for your call. You, Mr. R**i and Mr. S***ir have been the only prompt people in this whole ordeal - I appreciate that even after having no

support from Hyundai end you have been handling customers) and I told her about my concerns and she said that she will get back to me but I guess no one at the dealership level have any clue about the allotment as there is no clarity from Hyundai's side.

Since there was absolute silence from the Hyundai side, I called up the customer care again on 7th Aug and the lady on the call said "Sir you did not get the call from the dealer. What else do you want?" (I have this on record) I told her that "I just need my car or a firm timeline. I have been talking to my dealer every other day and I need an answer from Hyundai". After my insistence, she tried taking Hyundai Regional office on call but again no one picked up the call (the same thing happened on Thursday (5th Aug) when I raised my complaint. She said that probably since it's Saturday so they might not be working (and I agree that it is a possibility) but it's surprising that during the past seven days no one from the Hyundai team had the time and courtesy to call or acknowledge the complaint. Anyways, she said that she will arrange a call back from Hyundai on Monday (which as you can understand never happened).

After waiting for the whole day, on Monday evening I again called the customer care helpline of Hyundai (as probably Hyundai team does not believe in reaching out to the customers). I told the customer care executive about my ordeal. I asked him to connect me to the regional sales team. He tried the same and as expected after keeping the line on hold for 5 mins, he came back and said that the regional team is not picking the call (this was the third time in the row). I told him that the regional team did not pick the call last Thursday and Saturday as well so it's nothing new. I finally asked him what does he want, should I start posting all this on social media including recording of this call. He said that let him again try to connect the regional sales team and this time surprisingly, in two minutes, Mr. G****v (from Hyundai Regional Sales Team) and Mr. S****r (GM Sales - Capital Hyundai) were on the call.

I asked Mr. G****v that I need a clear picture from his side along with clear timelines of the delivery. He said that he is already off for the day (it was 6:15 PM so it's understandable) and he would not like to give any wrong commitments without checking all the possible options (including talking to the production team). He said to give him time till tomorrow and he will call by tomorrow afternoon along with the dealer representative to let me know about what is the best possible solution which they can give under the current circumstances.

Mr. G****v (in case you get the mail), I am still waiting for your call. If I had your number I would have called you. I understand that you might be busy, I even believe that in the background you must be trying your level best to arrange the car for me but I just want to say to you as well as the Hyundai India team, either don't commit something and in case you are committing then stick to your promise (I mean it's the basic 101 of customer care). Even a call saying that you are still trying to figure out things would have been helpful for me. But I am a firm believer that a culture of customer-focused approach flows from top to bottom and since the Hyundai India team lacks that, I am addressing the mail to the heads.

I reached out to Mr. S****r (GM Sales - Capital Hyundai) on Tuesday evening and he spoke to Mr. T****j (Area Manager - Hyundai Motor India Limited) as per the conversation, I have been told that the dealer can expect only one Creta SXO IVT every month and based on this I should get the car next month (i.e. September). I asked Mr. S****r if he can give this in writing (and I know as a dealer he can't risk writing something based on Hyundai's commitment as you all have failed miserably on it). I don't know what is the issue here but as per my limited understanding, 10.2 inch AVN units are already in shortage (due to global chip shortage) and since Alcazar's base variant itself uses it, the AVN units are not being made available to Creta. This was the reason why SX Executive was introduced. I guess there are issues with IVT supply also. I am sharing the screenshot of the details of the production schedule affected due to part shortage but this again does not talk about Creta SXO variants. Why can't you issue this as a public notice so your customers know what mess they are getting into?

Believe me, I am feeling like I have booked an Ambassador or Premier Padmini in 1980's. That time also, one has to wait for a year or so for the car (I am doing the same) and would hunt for *jugaad's* for getting quicker allocation (I am again trying for the same). Team Hyundai India brought back the old days for many of us.

I am not sure what should I do next? Should I cancel this booking (I know you guys don't give a damn about one booking) as it is being forced upon me by Hyundai? Should I book another car (I would love to hear from you guys what cars can you recommend me)? Should I go on social media and start posting things? Should I keep on waiting endlessly? Is my expectation wrong of expecting a call/acknowledgement/timelines/commitment from the manufacture for a car which I booked 8 months ago?

The next steps:

I am not someone who likes to stretch things and I have been extremely patient with all my dealing with Hyundai (I hope the Capital Hyundai team can vouch for the same). I have not even raised my voice even once wherein I have been at the receiving end of this whole ordeal. Not even once I went to the dealership to create a scene. But it seems that the Hyundai team is gung-ho about blocking my arteries due to stress for this car. I am doing the following things (as you guys have pushed me a lot):

- **Posted my ordeal on TeamBHP Forum (already done):** I have posted about my experience and order deal at TeamBHP forum under the official Creta 2020 Review. I am attaching the few responses of members for Hyundai India. I will post all the updates (including this mail) so things are transparent for everyone including prospective buyers and media houses.

- **Emails (already done):** I have already sent out emails to Hyundai and from now on will keep on sending reminders to the mail till anyone within your team takes the pain to respond or call me.
- **Hard Copy Letter (will do it in case there is no response/car allocation this month):** Since no one in Hyundai respond to the emails (I did not even receive an automated acknowledgement) I will print and send a weekly digest of all the emails (which I have sent) to your new HQ at Gurugram (by the way its a great office - coincidentally I was present at the occasion of foundation stone being laid by Mr. Rakesh Srivastava at the beginning of 2018). I will try to print all the emails, web posts and social media posts and courier them to Mr. Vikas, Mr. S****r (Hyundai) and Mr. Pankaj every Friday.
- **Social Media (will do incase there is no car allocation this month):** While I personally do not want to go public on this but Hyundai India has not left any other option for me. I will keep the tone of the social media posts/mail funny as Hyundai has made their customers a joke.

My Apologies

I would like to apologise to the M/s. Capital Hyundai team (Mr. S****r, Ms. N***a, Mr. R**i and Ms. G***a) beforehand as you are being dragged into this even though I believe (or would like to believe) that the fault lies with Hyundai. I have been pestering you all for my frequent follow-ups.

I would also like to apologise to the Hyundai India team as any complaint from a prospective customer's bogs you down (at least I would like to believe that it does for the Hyundai India team) but frankly, this whole episode has disturbed me deeply. I know what it takes to build a brand and even one negative review/customer perception brings lots of disappointment. Your journey in India has been tremendous and I know you all have worked hard on it but let's face the fact, this is not the way to handle success. This is not the way to handle customers. Let's try to be a bit more prompt, courteous and committed.

I know, as a brand all my mails, my posts, my efforts might not (rather will not) affect you but I will try whatever is possible for me to do. Do remember for every customer complaint there are 100's of other unhappy customers who have remained silent.

Just imagine, I have been your brand ambassador for so many years, I purchased three cars, would have helped probably 30-40 people (probably more) in my circle to buy a Hyundai in the past 9 years. I have been soo blinded with the good service by Hyundai and Capital Hyundai, I went straight with you guys for the third time (I did not even look at any other dealer, did not even take a test drive of SX(O) IVT) and booked the car) but it seems that this was a mistake on my part.

Now for some fun:

I know I have been a bit H***h (pun - intended, it my name) for all of you so just to brighten your mood:

Looking at the current situation with Creta SXO IVT delivery even Sunny Deol had to request:



Creta SXO IVT Delivery Delays Once Again Made My Wife Cry



I hope I could help to bring some smiles back to your face.

Would appreciate it if team Hyundai India can reply/call/acknowledge/arrange the car within this month. In case you again miss my mail then don't worry, I will send you reminders again.

Would love to hear from you if you have a solution.

Regards,
- H***h
+91-9*****0

From: H**** P*****y <h***h.p*****y@gmail.com>

Date: Fri, 6 Aug 2021 at 09:17

Subject: Escalation & Complaint | 1-4228489693 | Ongoing Nightmarish Sales Experience with Hyundai | Capital Hyundai, Noida

To: <crsales@hml.net>, <chitralahiri@hml.net>, <xcc6003@hml.net>, <crm@capitalhyundai.co.in>, <gm.sales@capitalhyundai.co.in>, <crossi@hml.net>, <anju.sharma@hml.net>, <xcc6002@hml.net>

Dear Hyundai & Capital Hyundai Team,

My name is H**** P*****y, a long-time customer of Hyundai and Capital Hyundai. I booked a Creta SX(O) IVT - Phantom Black on 2nd Jan 2021 and below are the details of my nightmare which I have been forced to live with:

- **Date of Booking:** 2nd Jan 2021
- **Booked At:** Capital Hyundai, Noida
- **City:** Noida
- **Booking Reference Number:** B202126130
- **Complaint Raised On:** 5th Aug 2021
- **Complain Reference Number:** 1-4228489693
- **Car Model:** Creta
- **Variant:** SX(O) IVT
- **Colour:** Phantom Black
- **Booking Amount:** Rs. 25,000
- **Promised Delivery Time Frame (at the time of booking):** Verbally 3 to 4 months and in writing 5 - 6 months (as per booking docket)
- **Waiting Timeline:** 7 Months and 3 Days (and counting)
- **Expected Delivered Date:** Not Known By Anyone. It's a mystery.

Capital Hyundai Contact Points:

- **Sales Advisor (at Capital Hyundai):** Mr. R**i (he has been very supportive but is clueless as everyone else)
- **Car Booked By (at Capital Hyundai):** Ms. N***a
- **CRM Team (at Capital Hyundai):** 9971260222 (Ms. G***a and various people at different times - They are clueless as everyone else)
- **Escalation Point (at Capital Hyundai):** Mr. S****r B*****n (in touch with him since May 2021. He have been very helpful and supportive but I guess he is also helpless since Hyundai is not supporting)

I have been in touch with the Capital Hyundai team since March 2021. I have been getting the assurance since June 2021 that the vehicle will be delivered as soon as possible. Since delivery was not happening in June it was told to me that delivery be done in July 2021 and allocation will happen in the first week of July 2021. Based on this I got the

loan processed which is ready for disbursement. The timeline then moved to 15th July for allocation and finally, it was pushed to Aug 2021 since no SX(O) IVT was allocated to Capital Hyundai in July 2021.

Based on the commitment of delivery, I had booked the tickets of my in-laws for 17th July 2021 so they can be present during the car delivery, which I had to cancel on 15th July as the delivery was pushed to Aug 2021. For August, I have told Capital Hyundai team that I will book the tickets only once they have some confirmation.

The story is going on the same trajectory for Aug also i.e. allocation will happen in the first week of Aug 2021 (which is going on) but as of date, no SX(O) IVT has been allocated to Capital Hyundai. I have been told that the semiconductor shortage (chip) is the reason for the short supply from the Hyundai side. While I know that semiconductor shortage is a global phenomenon affecting all the manufacturers but with no certainty of delivery timelines, zero transparency, zero value to the commitment from the side of Hyundai and Capital Hyundai, I feel sorry to say that I have been part of the Hyundai family for more than 9 years. I believe (or would rather like to believe) that Capital Hyundai is genuinely trying their best to get the car allocated and delivered but I have been told is that Hyundai has been non-committal about the car deliveries.

As per the sales data provided by Hyundai, over 81,000 Cretas have been delivered since Jan 2021 and 13,000 Cretas were delivered within July 2021 but with all these astronomical sales figures, I fail to understand how come Hyundai is not able to deliver a car that has been booked on the 1st working day on the year. While booking the car I was told that I am on the 16th number on the waiting list and 5 to 6 months is the maximum waiting time (this was given in writing to me). In April 2021 (before the second wave), it was told to me that I am on 7th on the waiting list (there was some cancellation in between by one of your customers) and by June end or maximum July, I will be getting the car. In July I was told that I am the 2nd person on the waiting list and the next allocation will be to me and the story continues. I fail to understand that out of 81,000 vehicles sold all over, Capital Hyundai was not allocated even 15 Creta SX/SX(O) IVT? Now with the SX IVT variant also out of the picture (based on their latest discontinuation), what option do I have as a customer in IVT apart from SX(O) and that also Hyundai team is non-committal in delivering?

Another fact is that I have been seeing multiple Creta SX(O) IVT around me on daily basis. Three Creta SX/SX(O) IVT had been delivered within my society in Noida after 15th July (they still have temporary registration numbers). I am not sure if there is some issue between Hyundai and Capital Hyundai that they are not delivering vehicles to the particular dealer or it's a special love which you have for me as a customer that you want me to suffer due to your production issues.

I have been a Hyundai customer since 2012 and my journey started with an Eon. Then in 2015 I purchased an Elite i20 from Capital Hyundai and then in 2018, I purchased a Verna (again from Capital Hyundai) but my recent experience with Hyundai and Capital Hyundai has been a nightmare. I would like to reiterate that I had a very good experience with Capital Hyundai with both my Elite i20 (2015) and Verna (2018) and that's the reason I went straight with them for the third time (I did not even look at any other dealer, did not even take a test drive of SX(O) IVT) and booked the car) but it seems that this was a mistake on my part.

Based on the timeline commitments from Hyundai and Capital Hyundai, I let go of my Elite i20 in the month of Jan 2021. I even let go of my Verna in April 2021 as delivery was expected by May/June end. Now I am stuck with no car since April end and there is absolutely no commitment from your side. God forbid if some emergency happens with me or my family, without the car it would be a crisis for me (and I understand that it's none of your problem).

Since now I have zero expectations from the Hyundai team that's why I am not asking about what you can do but I would like to know from Hyundai and Capital Hyundai team that what options do I have now:

- **Option 1: Should I go for cancellation (which would be a forced cancellation as Hyundai is non-committal about delivery and is not able to deliver their promise) after waiting for so many months.** When Hyundai is not able to deliver the product at the time of sales then what kind of commitment will team Hyundai give after-sales? Will you be able to supply spares or even that will take so much effort and follow-up?
- **Option 2: Should I book a car with some other dealer who is promising earlier delivery?** As the Hyundai team, you need to accept the fact that there is zero transparency in your vehicle sales process. I fail to understand how come Capital Hyundai is not able to deliver the car but other dealers are not only promising early delivery but they have delivered cars far more quickly than Capital Hyundai. I am not sure but does Hyundai have some issues with Capital Hyundai? Probably due to this allocation is not happening or there is some other expectation you have from me as a customer? If this is an issue you please tell this transparently.
 - Since we are on the topic of other expectations by dealers (I am not quoting Capital Hyundai here), I hope you know that your dealers are openly overcharging customers while booking (with inflated insurance quotes, mandatory accessories, mandatory anti-rust and teflon coating, cash transactions etc.) and customers who do pay for these things do get their car quickly. I am a member of Team-BHP forum and we keep on reading about such experiences of multiple Hyundai customers. If that is the expectation and practice at Hyundai then tell that clearly to me. The ex-showroom car prices have already been increased by Rs. 56,100 since I booked the car (I booked it at ex-showroom Rs. 16,25,900 and right now after the fourth hike it's standing at Rs. 16,82,000). If there are some unofficial expectations then please communicate them clearly.

- **Option 3: Should I book another car from some other manufacturer who values commitment?** I feel I did a mistake to go for Hyundai. If you don't value your commitments then what should I expect from you? Who wait for 8 months for a car and still there is no certainty of delivery.
- **Option 4: Should I keep on waiting for eternity as I have been waiting for past so many months?** With no certainty of delivery timelines, zero transparency, zero value to commitments what do you expect me to do now?

I would request you to please look into this at let me know what should be my next steps? Can you deliver the car to me by 15th Aug or not or at least if you can give a clear timeline or not. I have been extremely patient and transparent with all my dealing (I hope the Capital Hyundai team will agree to this) but it seems that the Hyundai team is taking their customer on a ride.

I use to feel proud to be part of the Hyundai family. Your success has been phenomenal in India but with such experiences, I feel that Hyundai is losing its commitment towards its customers and the value of customer care. I hope you understand that the car buying experience with Hyundai could have been much better.

I have marked the mail to all the contact points which I can gather to cut short the chase for everyone as I know that the sales team will forward this to the Capital Hyundai team first so I have already marked them.

Would love to hear from you if you have a solution.

Regards,
- H***h
+91-9*****0

2 attachments



Production_Delay_Aug_Hyundai_India.png
1416K



Team-BHP-Hyundai_Creta_Review.pdf
380K