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**DATA-DRIVEN APPORACH TO BOOST ISUZU’S AFTERSALES OFFER**

Strengthening its mission to continually enhance the aftersales experience of Isuzu Trucks customers, the country’s number one truck brand is teaming up with international automotive data and technology specialists InfoMedia.

In a collaboration set to deliver a more personalised, digital-first aftersales experience for Isuzu customers across the country, the Isuzu Trucks-InfoMedia collaboration is amongst the first for a truck Original Equipment Manufacturers (OEM) anywhere in the world.

Partnering with over 50 automotive OEMs globally, InfoMedia works to harness available data to enable smarter, more connected aftersales operations from head office through to workshop floors.

**Results driven**

Isuzu Australia Limited’s (IAL) National Service Business Manager, Glenn Jones, explained the motivation behind the landmark partnership and the resulting efficiency gains for Isuzu customers.

“For many years now, Isuzu has been widely known for its industry-leading aftersales approach and vast dealer footprint. It’s been a significant factor in our broader success as a brand here in Australia,” he said.

“Another feature of that success has been a thirst for constant improvement and striving to achieve the best possible outcomes for our customers - after the sale of the vehicle is over.

“Adding the specific skill set that InfoMedia brings to the truck market is the natural progression for us in this evolution of improvement.”

**Industry leading**

Isuzu has integrated a selection of aftersales software tools designed to drive workshop efficiencies and deliver a faster, more personal customer experience come service time.

“The initial roll-out of these tools is all about updating and streamlining our existing processes, which have served us so well for many years.

“The tools we’ve developed with InfoMedia are underpinned by the extensive data streams we have in place, translating to a number of efficiencies for our customers.

“End-to-end, from booking a service appointment, the provision of various vehicle health check reports, through to checking-out of the dealership – the ultimate goal of increased uptime and improved communication is at the heart of these enhancements,” Mr Jones noted.

**Accuracy & uptime**

Regarded as the cutting-edge in aftersales software, the systems will also aid in developing precise quoting, tailored to individual vehicles and customer applications, as well as delivering accurate, real-time reporting back to the customer.

“We’ve already got an unmatched aftersales strategy and foundation in place, servicing our many thousands of customers across Australia, and the addition of these data-driven systems will simply strengthen that standing further.

“As you can imagine, with a national footprint the size of Isuzu Trucks, a lot of work and effort has gone into this project, and we’re excited to see it come to fruition alongside the team at InfoMedia.

“Ultimately, it’s all about improving the experience and interaction our customers have with the Isuzu brand and importantly, assisting those customers achieve greater efficiencies when the invest in one of our quality products,” Mr Jones concluded.

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