

Customer Retention More Critical Than Ever as Vehicle Financing Volume Declines and Competition Grows, J.D. Power FindsCapital One Auto Finance and Ford Credit Rank Highest in Respective Segments

TROY, Mich.: 14 Nov. 2022 — Against a backdrop of rising interest rates, slowing loan/lease volumes and increased competition, auto lenders are finding that their most valuable future customers are the ones they already have. According to the J.D. Power 2022 U.S. Consumer Financing Satisfaction Study,SM released today, customer retention has become a key focal point for auto loan providers, putting the spotlight on specific actions lenders can take to drive increased loyalty and brand advocacy.

"Consumers have more lending choices than ever before," said **Patrick Roosenberg, director of automotive finance intelligence at J.D. Power**. "They're doing more research and doing that research earlier in the vehicle-buying process. That's why the customer experiences they are having with their existing lender is so important. For lenders that want to secure repeat business with existing customers, it is critical to consistently anticipate and meet their needs at key points in the customer journey."

Following are key findings of the 2022 study:

- **Captive lenders significantly outperform non-captives for customer advocacy:** For a second consecutive year, automotive captive lenders significantly outperform non-captive lenders when it comes to brand advocacy with existing customers. The average Net Promoter Score® (NPS)¹ for captive lenders is 56 and the average NPS for non-captives is 40. Industry-wide, customers who are promoters (those who say their likelihood to recommend their current lender as a 9 or 10 (on a 0-10 scale) are nearly twice as likely to say they "definitely will" consider their current lender for their next vehicle when compared to customers who are passive (those who say their likelihood to recommend their current lender as a 7 or 8).
- **Most auto financing research begins a month before a purchase:** Among auto loan customers who research financing options prior to a purchase, most begin the research process more than 30 days prior to purchasing or leasing a vehicle. Effective use of both applied for and unsolicited pre-approvals can lead to a greater customer recapture rate and conquest opportunities.
- **Key actions to drive brand advocacy:** Specific actions taken by auto lenders that have the most positive effect on customer advocacy include easy-to-use websites; useful account review information; and electronic statements that are easy to set up.

Study Rankings

Capital One Auto Finance ranks highest in customer satisfaction among luxury brands, with a score of 879. **GM Financial** (865) ranks second and **BMW Financial Services** (858) ranks third.

¹ Net Promoter System®, Net Promoter Score®, NPS®, and the NPS-related emoticons are registered trademarks of Bain & Company, Inc., Fred Reichheld and Satmetrix Systems, Inc.

Ford Credit ranks highest among mass market brands for a second consecutive year, with a score of 877. **Southeast Toyota Finance** (874) ranks second, while Capital One Auto Finance (870) and **Honda Financial Services** (870) each rank third in a tie.

The U.S. Consumer Financing Satisfaction Study measures overall auto financing customer satisfaction in five factors (listed alphabetically): account management; application/approval process; billing and payment process; customer orientation process; and customer service experience. The study was fielded in July-August 2022 and is based on responses from 10,199 customers who financed a new or used vehicle through a loan or lease within the past three years.

For more information about the U.S. Consumer Financing Satisfaction Study, visit <https://www.jdpower.com/business/resource/us-consumer-financing-satisfaction-study>.

See the online press release at <http://www.jdpower.com/pr-id/2022168>.

About J.D. Power

J.D. Power is a global leader in consumer insights, advisory services and data and analytics. A pioneer in the use of big data, artificial intelligence (AI) and algorithmic modeling capabilities to understand consumer behavior, J.D. Power has been delivering incisive industry intelligence on customer interactions with brands and products for more than 50 years. The world's leading businesses across major industries rely on J.D. Power to guide their customer-facing strategies.

J.D. Power has offices in North America, Europe and Asia Pacific. To learn more about the company's business offerings, visit [JDPower.com/business](https://www.jdpower.com/business). The J.D. Power auto shopping tool can be found at [JDPower.com](https://www.jdpower.com).

Media Relations Contacts

Geno Effler, J.D. Power; West Coast; 714-621-6224; media.relations@jdpa.com

John Roderick; East Coast; 631-584-2200; john@jroderick.com

About J.D. Power and Advertising/Promotional Rules: www.jdpower.com/business/about-us/press-release-info

###

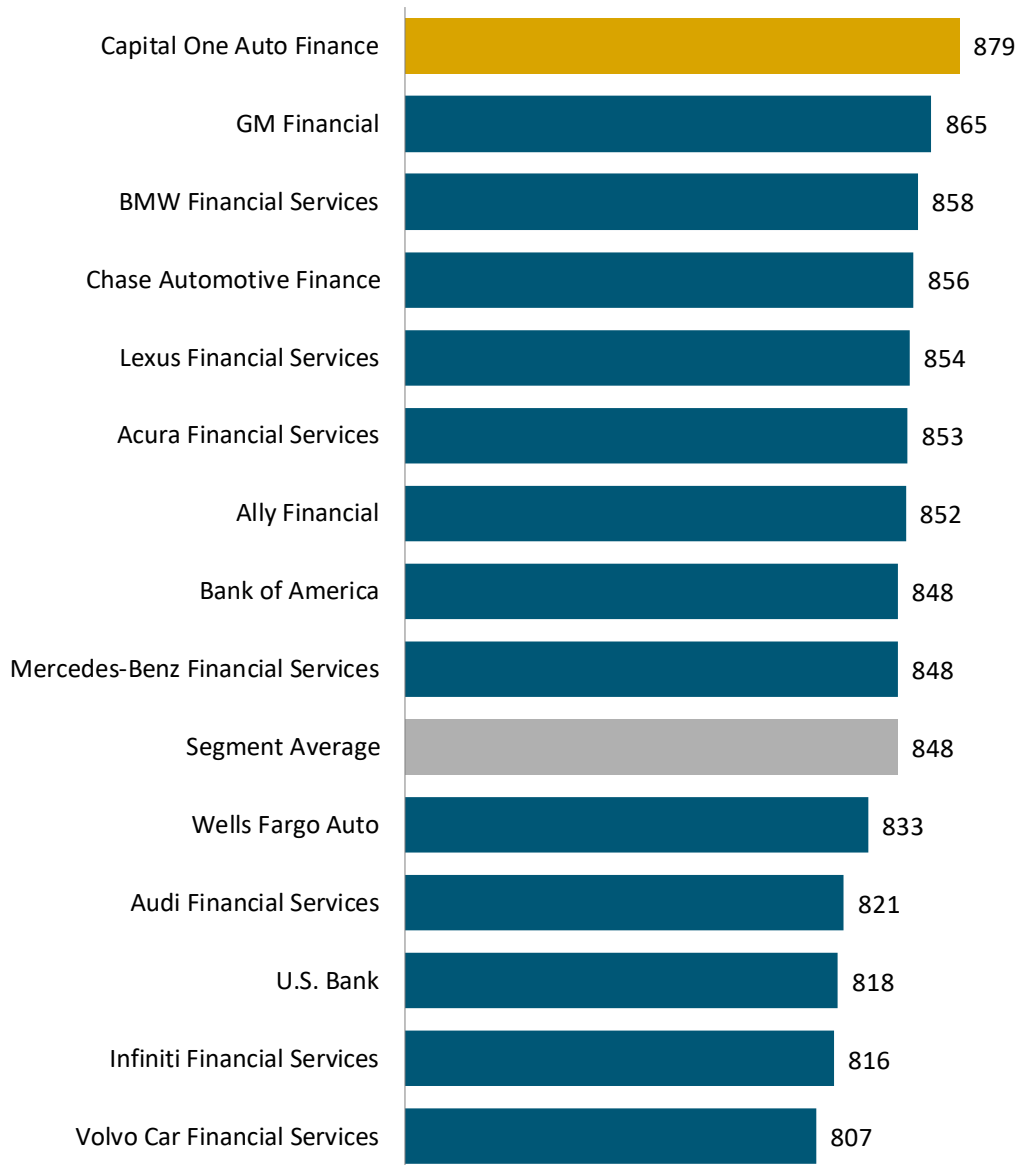
NOTE: Two charts follow.

J.D. Power 2022 U.S. Consumer Financing Satisfaction StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

Luxury



Source: J.D. Power 2022 U.S. Consumer Financing Satisfaction StudySM

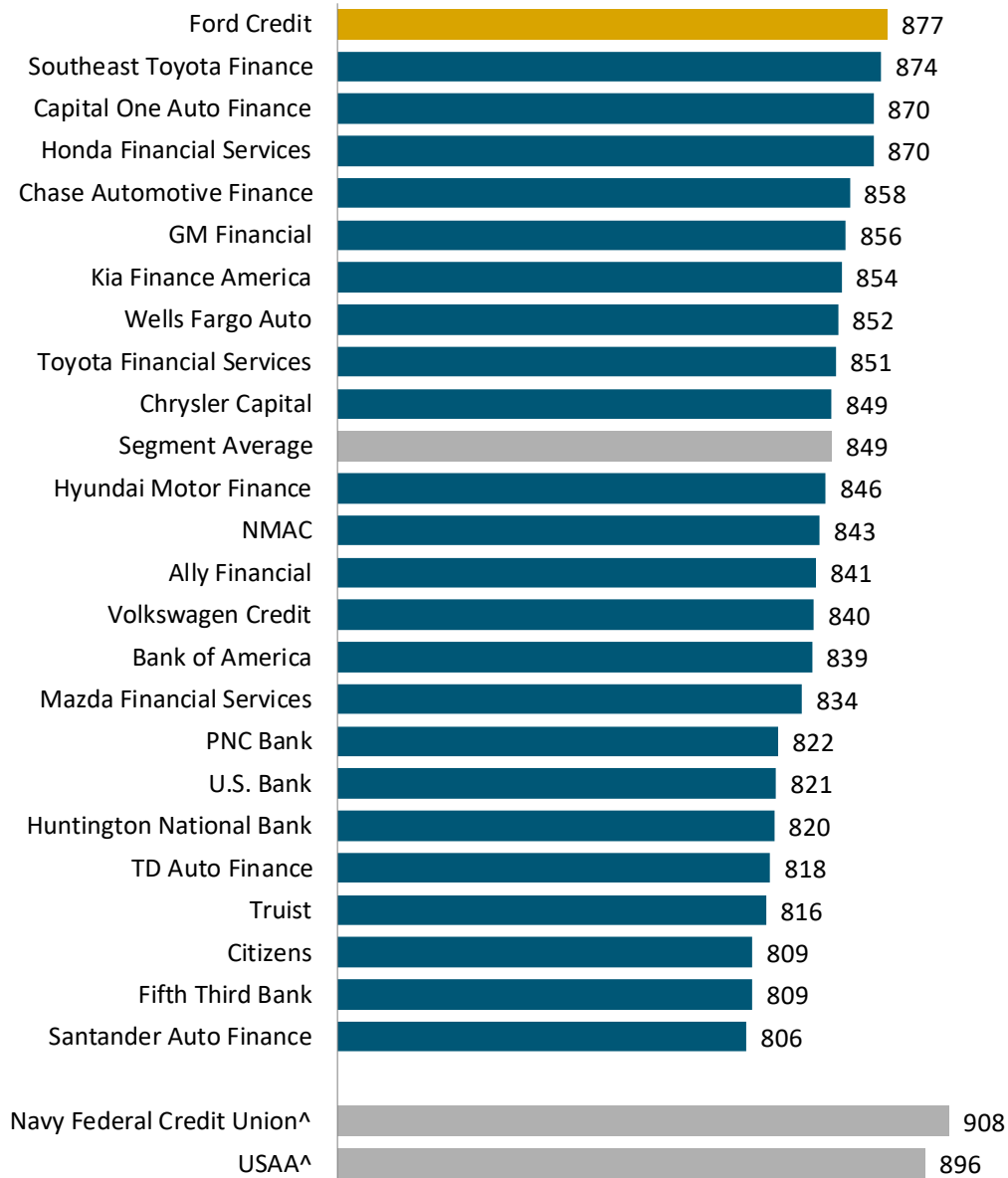
Charts and graphs extracted from this press release for use by the media must be accompanied by a statement identifying J.D. Power as the publisher and the study from which it originated as the source. Rankings are based on numerical scores, and not necessarily on statistical significance. No advertising or other promotional use can be made of the information in this release or J.D. Power survey results without the express prior written consent of J.D. Power.

J.D. Power 2022 U.S. Consumer Financing Satisfaction StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

Mass Market



Note: ^Brand is not rank eligible because it does not meet study award criteria.

Source: J.D. Power 2022 U.S. Consumer Financing Satisfaction StudySM

Charts and graphs extracted from this press release for use by the media must be accompanied by a statement identifying J.D. Power as the publisher and the study from which it originated as the source. Rankings are based on numerical scores, and not necessarily on statistical significance. No advertising or other promotional use can be made of the information in this release or J.D. Power survey results without the express prior written consent of J.D. Power.