

## U.S. Customer Service Index (CSI) Study



The automotive industry is in the midst of recovery and competition is fierce, making it critical to focus efforts to retain and expand a loyal customer base. Understanding the perceptions of current vehicle owners enables automakers and suppliers to identify the reasons why customers will remain loyal to a specific vehicle model or brand. Although significant differences exist throughout the automotive market, quality and dependability continue to be the most important factors when shoppers consider a new vehicle.

Now more than ever, it is essential for automakers and suppliers to understand the specific factors that impact owners' satisfaction with their vehicle's long-term quality and dependability.

### THE SOLUTION

The **J.D. Power U.S. Customer Service Index (CSI) Study<sup>SM</sup>** examines customer satisfaction with maintenance and repair service at new-vehicle dealerships. Owners of 1- to 3-year old vehicles are surveyed regarding their most recent dealership service experience for both in-warranty and customer-pay work.

The study examines satisfaction in five measures of service experience:

- Service Initiation
- Service Facility
- Service Advisor
- Vehicle Pick-Up
- Service Quality

### THE BENEFITS

Study subscription will provide access to the tools needed to gain a comprehensive, in-depth understanding of the specific service problems that owners have experienced with their vehicle and how this impacts their level of satisfaction.

Specifically, the study examines:

- Drivers of increased service satisfaction and retention
- Benchmark service performance of industry leaders
- Competitive analysis of service satisfaction between aftermarket and OEM dealers
- Annual customer service expenditures by service category
- Customer-pay vs. in-warranty share of visits
- Detailed performance ratings of key drivers of satisfaction and retention
- Degree to which service work was performed right the first time