

U.S. Sales Satisfaction Index (SSI) Study

As the product quality gaps among automakers narrows, the retail experience remains an area of differentiation. Manufacturers and dealers have the ability to generate long-term customer loyalty based on the quality of their sales experience. It is critical for automotive dealerships to measure customer feedback against industry benchmarks to help create such differentiation.

THE SOLUTION

The **J.D. Power U.S. Sales Satisfaction Index (SSI) StudySM** provides a comprehensive analysis of the new-vehicle purchase experience from the customer perspective. The study measures the ability of dealerships to manage the sales process, from product presentation and price negotiation to the finance and insurance process and final delivery. The study provides insights into customer needs and expectations and provides recommendations for improving the sales process.

J.D. Power Awards Program and Other Recognition Opportunities

For study subscribers, J.D. Power offers various forms of public recognition and promotional opportunities. These include award licensing for highest ranked companies in official award categories, customized newsletters, website ratings, and online special reports to promote client study performance.

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THE BENEFITS

Study subscription provides access to the tools needed to gain a comprehensive, in-depth understanding of the considerations and intentions of new-vehicle buyers and lessees throughout the entire shopping and buying experience. Specifically, the study examines:

- Influential reasons for visiting and purchasing from selling dealer
- Dealership and brand advocacy measures and future brand and dealer repurchase intentions
- Digital retailing behaviors, interactions, and associated satisfaction
- Reasons for rejecting other dealerships shopped
- Shopping behavior including email, text, phone and chat
- Time spent at dealership during the purchase process
- Key salesperson and dealer staff performance metrics
- **Additionally, the study provides:**
- Information regarding test drives
- Vehicle delivery performance, including salesperson's explanation of vehicle features
- Number of same-make and different-make dealerships shopped
- Demographic profiles of buyers and rejecter
- Linkage between purchase experience and dealer gross