



## 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] Study<sup>SM</sup>* 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.

### 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 the model purchased
- Influential reasons for visiting and purchasing from selling dealer
- Time spent during each of the six phases of the purchase process
- Key salesperson and dealer staff performance metrics
- Vehicle delivery performance, including salesperson's explanation and setting of vehicle features
- Dealership advocacy measures and future brand and dealer repurchase intentions
- Reasons for rejecting other dealerships shopped

Additionally, the study provides:

- Information regarding test drives
- Information pertaining to vehicle financing
- Number of same-make and different-make dealerships shopped
- Information on previously owned or leased vehicle
- Demographic profiles of buyers and rejecters



#### 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. To learn more about the Awards Program, contact:

**Jessica Miller**, 805.418.8917  
or [Jessica.Miller@jdpa.com](mailto:Jessica.Miller@jdpa.com)

## beyond measure

Knowledge that enlightens, enables, and empowers everyone in the commerce ecosystem—customers, companies, and brands alike.

### Industry Benchmarks: the measure of success

J.D. Power Benchmarks are the key indicators, drivers, and comparisons of how companies perform relative to their competitors. Only J.D. Power delivers the actionable insights across industries that help businesses improve quality, engagement, and growth. Industries served include:

- Automotive
- Financial Services
- Insurance
- Utilities & Infrastructure
- Travel
- Technology, Media & Telecom
- Healthcare
- Home Improvement
- Government
- Sports
- ...and more

### Solutions that measure up

Integrating the voice of the consumer, your vision, plus our industry-specific expertise, J.D. Power creates customized solutions that drive a better customer experience—and better business results.

### Data & Analytics

J.D. Power's data and analytics are powered by the Power Information Network® [PIN]. PIN gathers millions of automotive retail transactions covering 250 data points from more than 12,000 franchise dealerships across North America with updates daily.

- Automotive Industry & OEM Solutions—PIN
- Automotive Retail Solutions—PowerDealer
- Automotive Valuations—NADA Used Car Guide
- Automotive Media & Marketing Solutions
- Insurance—Total Loss Valuation
- Financial Services—Auto Lending: PIN Navigator

### Advisory Services

J.D. Power's advisory services leverage our proprietary benchmarks, analytics, models and our vast array of data. Our global team of experts are recognized as industry leaders.

- Customer Experience Management
  - Measurement & Management
  - Customer Experience Strategic Assessment
  - Contact Center Solutions
  - Mystery Shopping
- Automotive Product Consulting
- Automotive Retail Consulting
- Automotive Pricing & Incentives
- Automotive Media & Marketing
- Airline/Airport Consulting
- Proprietary

Learn more about how J.D. Power can create solutions that drive a better customer experience—and better business results at: