



U.S. Tech Experience Index [TXI] Study

Over the past several years, the automotive industry has greatly improved traditional quality measures, effectively reducing the occurrence of product defects and malfunctions during the consumer's initial vehicle ownership period. While these improvements have been applied in nearly all areas of the consumer's vehicle experience, there are some areas that are becoming more problematic, specifically those associated with the integration and use of new features and technologies.

Those growing problems are typically soft quality issues, meaning they don't stem from the feature or technology failing or breaking down, but because the way the technology is integrated and used is not in line with consumer expectations or preferences. This makes it imperative for automakers and suppliers to understand the entire vehicle user experience when integrating new technologies and features.

The Solution

The *J.D. Power U.S. Tech Experience Index [TXI] StudySM* measures drivers' experiences, usage, and interaction with driver centric vehicle technology at 90 days of ownership. The study provides an understanding of opportunities for minimizing the gap between customer experience and execution.

The Benefits

Subscription to this study provides access to the information necessary to:

- Evaluate usage frequency and interaction experience with driver centric technology
- Determine consumer preference for redundant modality usage
- Evaluate consumer acceptance of technologies, such as advanced driver assistance systems
- Understand missed opportunities and experiences to drive future product development

J.D. Power's research solutions enable automotive companies to target those performance activities that have a direct impact on ROI.



J.D. Power Award Eligibility

The *J.D. Power Tech Experience Index [TXI] StudySM* award is based on eight segments for new or redesigned vehicles within the last three model years.

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
- Residual Values

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
- Insurance Consulting
- 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: