

Customer Satisfaction Higher When Scheduling Service Online, J.D. Power Finds

Mazda Ranks Highest in Customer Satisfaction with After-Sales Service among Mass Market Brands for Third Consecutive Year

MELBOURNE: 30 Aug. 2018 — Satisfaction among customers who schedule the service of their vehicle on the manufacturer's website is 19 points higher (on a 1,000 point scale) than among those who call or drop by to make an appointment at the dealership, according to the J.D. Power 2018 Australia Customer Service Index (Mass Market) Study,SM released today. However, only 10% of customers use the online channel to book their appointment, while the majority still call their dealer to schedule their service.

Among customers who did not schedule their service online, 34% were not aware that their dealership offered this service. There is a clear opportunity for brands to improve their online capabilities and engagement to drive online booking rates and, thus, further boost satisfaction.

"Brands that have a strong online platform have the added advantage of engaging with their customers before they even walk into the dealership, offering an enhanced customer experience early on," said **Bruce Chellingworth, Director and Country Manager of Australia, J.D. Power**. "Brands should not only actively communicate and promote the usage of the online channel, but also compliment their outreach by using offline tools for a smoother transition to the online platform and to ensure a cohesive customer experience. This becomes increasingly relevant as customers across all age groups, and not just from the younger demographic, are going online to book their service."

Following are additional findings of the study:

- **Increased transparency enhances satisfaction:** Although the majority (81%) of customers did not have the opportunity to observe their vehicle being serviced, those customers who did have the opportunity (19%) were more satisfied (750 vs. 829, respectively). Over one-fifth (21%) of customers who had the opportunity mention that the time taken to service their vehicle was better than they expected, compared to 10% of those customers who did not have the opportunity.
- **Washing and vacuuming of cars increases satisfaction:** Only 35% of customers had their vehicle returned washed and vacuumed. Satisfaction is significantly higher among these customers than among those who received their vehicle neither washed nor vacuumed (805 vs. 718, respectively).
- **Personalised vehicle handover:** Nearly half (48%) of customers had the pick-up location of their vehicle pointed out by dealership staff, while only 25% were personally escorted by the dealership personnel to their vehicle after servicing. Satisfaction among customers who were escorted to their vehicle is higher than among those whose pick-up location was simply pointed out (804 vs. 737, respectively).

Study Rankings

Of the 12 brands ranked in the mass market segment, **Mazda** ranks highest with a score of 789, followed by **Toyota** with a score of 783 and **Nissan** with 779.

The 2018 Australia Customer Service Index (Mass Market) Study is based on responses from 4,586 owners who purchased their new vehicle between July 2018 and March 2013 and took their vehicle for service to an authorised dealership service centre between July 2018 and March 2017. The study was fielded from March through July 2018.

Now in its ninth year, the study measures overall customer satisfaction with their vehicle service experience at an authorised service centre by examining five factors (listed in order of importance): service quality; service initiation; vehicle pick-up; service advisor; and service facility.

The study now also includes the Net Promoter Score® (NPS),¹ which measures customers' likelihood to recommend their vehicle brand on a 0-10 scale.

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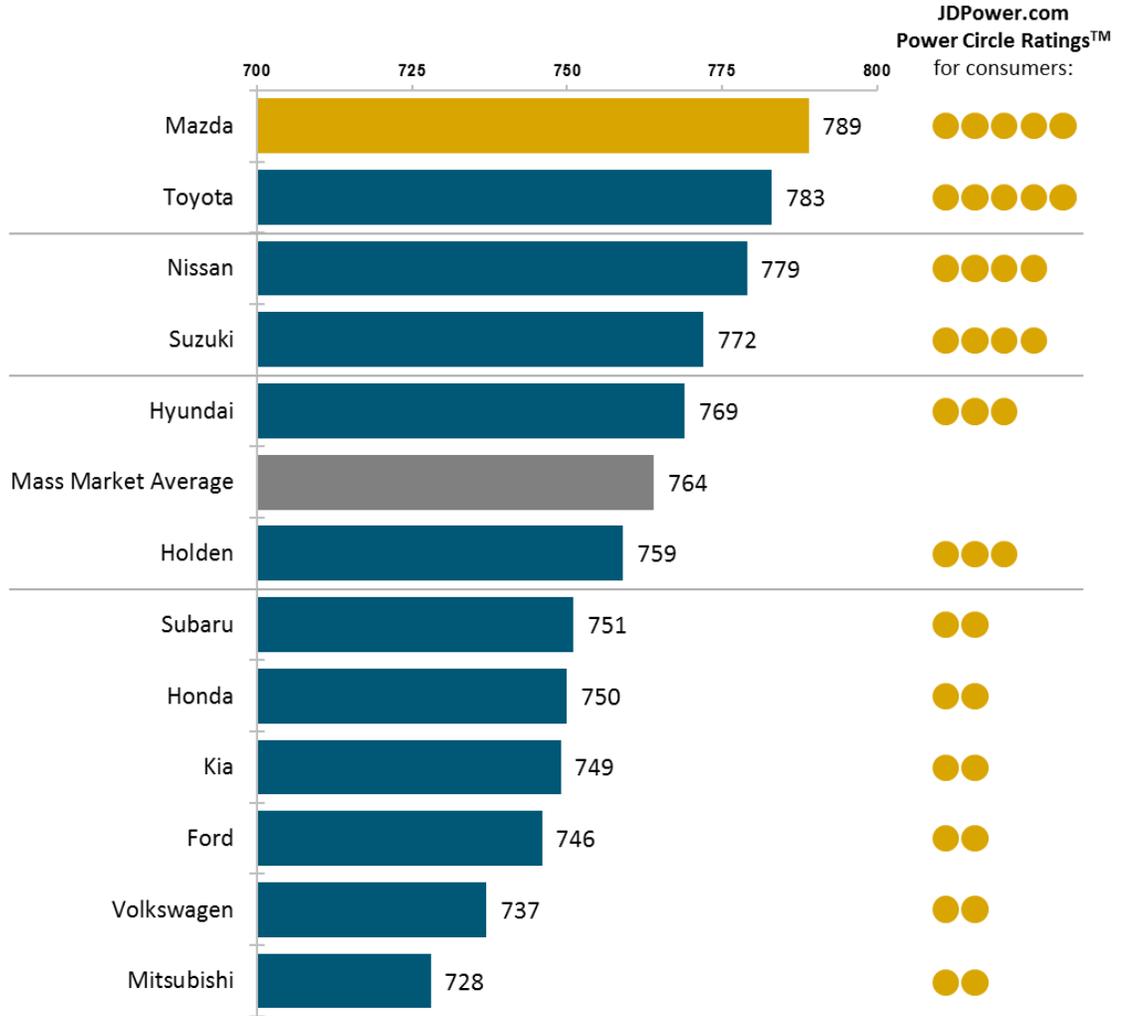
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NOTE: One chart follows.

¹ Net Promoter,® 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.

J.D. Power 2018 Australia Customer Service Index (Mass Market) StudySM

Customer Service Index Ranking – Mass Market (Based on a 1,000-point scale)



Note: Included in the study but not ranked due to small or insufficient sample sizes are Isuzu Ute, Jeep, Renault and Skoda.

The study underwent a minor redesign in 2018 and due to a change in rating scale, index scores are not directly comparable with 2017.

Source: J.D. Power 2018 Australia Customer Service Index (Mass Market) StudySM

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