

J.D. Power and Skelmore Announce Release Schedule for Major Automotive Studies in United Arab Emirates

Inaugural Customer Service Index Study Launch in Feb. 2018; Sales Satisfaction Study in April 2018

DUBAI: 14 Nov. 2017 — J.D. Power, the global leader in consumer data & analytics and advisory services, is collaborating with Skelmore Consulting Group, a Dubai-based management consulting firm, to launch two syndicated satisfaction studies with customized automotive solutions for companies in the United Arab Emirates.

Applying J.D. Power's extensive knowledge and experience of measuring customer feedback and Skelmore's local relationships and understanding of the Gulf Cooperation Council (GCC) markets, next year will see the debut of the J.D. Power U.A.E. Customer Service Index (CSI) Study, which measures after-sales experience, and the J.D. Power U.A. E. Sales Satisfaction Index (SSI) Study, which measures the overall sales experience. These studies will allow automotive companies to benchmark their performance against competitors and provide the industry with core metrics related to the customer experience with the dealer network. The CSI Study is scheduled for release in February 2018 and the SSI Study is scheduled for April 2018.

"Customer expectations in the automotive sphere are shaped by experiences across other industries, lifestyle changes and new technologies," said **Shantanu Majumdar, Director at J.D. Power Singapore**. "These studies of the U.A.E. market will become invaluable to manufacturers and dealers as they strive to better understand their customers."

The CSI Study will be conducted among customers who have a new or used vehicle with an ownership period of 12-24 months and has been serviced at an authorised service centre in the past six months. The study will focus on the overall service experience and the factors that matter most to customers when they take their vehicles in for service to an authorised service centre.

The SSI Study provides a measurement of customers during the first 2-6 months of ownership and analyses customer satisfaction with the pre-sales, sales and delivery experience. The study examines six factors that contribute to overall satisfaction with the sales experience.

Following the release of these two studies, J.D. Power and Skelmore are also planning to launch additional studies that measure customer satisfaction on product quality in the automotive industry in the territory of the GCC and in other markets in the Middle East, and will extend this collaboration to measure customer satisfaction in non-automotive sectors such as credit cards, banking and telecom.

About J.D. Power in the Asia Pacific Region

J.D. Power has offices in Singapore, Bangkok, Beijing, Shanghai and Tokyo that conduct customer satisfaction research and provide consulting services in the automotive, information technology and finance industries in the Asia Pacific region. Together, the six offices bring the language of customer satisfaction to consumers and businesses in Australia, China, India, Indonesia, Japan, Malaysia, Philippines, Taiwan, Thailand and Vietnam. J.D. Power is a portfolio company of XIO Group, a global alternative investments and private equity firm headquartered in London, and is led by its four founders: Athene Li, Joseph Pacini, Murphy Qiao and Carsten Geyer. Information regarding J.D. Power and its products can be accessed through the internet at asean.jdpower.com.

About Skelmore

Skelmore Consulting Group, founded in 1996, is a dynamic and innovative company providing leading business and management consulting services to the broader Middle East and emerging markets. Since

its inception, Skelmore has established a successful record in providing and implementing turnaround strategies and introducing and building profitable brands in the fields of automotive, transport, hospitality, travel and tourism, healthcare, trading and retail, IT, and banking and finance.

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