



## Press Release

### **J.D. Power Asia Pacific Reports: Despite Improved Satisfaction with the Sales Process, New-Vehicle Buyers in Indonesia Are Disappointed By Longer Delivery Times**

#### Daihatsu Ranks Highest in New-Vehicle Sales and Delivery Satisfaction

**SINGAPORE: 1 October 2012** — Longer wait times for new vehicles to be delivered and less time spent by dealer staff during the delivery process have weakened an otherwise slightly improved customer purchase experience, according the J.D. Power Asia Pacific 2012 Indonesia Sales Satisfaction Index (SSI) Study<sup>SM</sup> released today.

Now in its 12th year, the study examines seven factors that contribute to overall new-vehicle buyer satisfaction with the purchase experience. In order of importance, they are: delivery process; delivery timing; deal; dealer facility; salesperson, paperwork; and sales initiation. SSI performance is reported as an index score based on a 1,000-point scale, in which a higher overall SSI score indicates higher satisfaction with the new-vehicle sales and delivery process. Overall sales satisfaction averages 773 in 2012—up 1 point from 2011.

The study finds that despite a modest improvement in overall customer satisfaction with the initial sales process, the deal negotiation and paperwork at the dealership, new-vehicle buyers are less satisfied with the delivery process and the length of time needed to deliver their new vehicle compared with 2011. According to the study, delivery waiting times for new vehicles have increased by two days in 2012 to an average delivery period of 11 days. In addition, dealers are spending less time with customers during the critical delivery process of their new vehicle—31 minutes in 2012, compared with 37 minutes in 2011

“Although it is encouraging to see that the industry has improved in the experience it provides to new-vehicle customers during the initial sales process, it is vital that dealers ensure that the overall sales experience, including the delivery process, runs smoothly,” said Rajeev Nair, director at J.D. Power Asia Pacific, Singapore. “With more than one-half of customers being first-time new-vehicle owners, it is essential that dealers invest enough time during the delivery process to highlight the key features of the vehicle, explain the maintenance schedule and respond to any customer questions.”

Daihatsu ranks highest in overall sales satisfaction with a score of 780. Daihatsu performs particularly well across all seven factors. Honda ranks second with 776, and performs particularly well in the delivery process factor.

“Although the industry average improvement is marginal, compared with 2011, it is clear that some automotive brands have worked very hard in improving the sales experience,” says Nair. “Ensuring shoppers have enough time to consider all options available prior to purchase and that they are not rushed by the salesperson are important factors that contribute to a more delightful purchase experience.”

However, the study shows that the salesperson is able to provide customers with information on the delivery time just 86 percent of the time in 2012, down 3 percent from 2011. Satisfaction levels among first-time buyers who are not informed about the delivery time are lower than the industry average.

The study also finds that 54 percent of customers who are highly satisfied (index score of 831 or higher) say they “definitely would” recommend their dealer to friends or relatives who are considering purchasing a new vehicle, compared with only 34 percent of less satisfied buyers (scores below 710 index points). Moreover,

with 78 percent of new-vehicle buyers indicating recommendations from friends or relatives as a source of information in deciding which make/model to purchase, delivering high satisfaction has a clear return on investment for both the brand and dealer.

“The impact of positive word of mouth recommendations provided by highly satisfied new-vehicle buyers is evident on the bottom line,” said Nair. “Making sure that new customers remain strong advocates of the brand and dealership can help to promote increased service visits and future sales.”

The 2012 Indonesia SSI Study is based on responses from 2,805 new-vehicle owners who purchased their vehicles between October 2011 and June 2012. The study was fielded between April and August 2012.

#### **About J.D. Power Asia Pacific**

J.D. Power Asia Pacific has offices in Tokyo, Singapore, Beijing, Shanghai and Bangkok that conduct customer satisfaction research and provide performance analytics services in the automotive, information technology and finance industries. Together, the five offices bring the language of customer satisfaction to consumers and businesses in China, India, Indonesia, Japan, Malaysia, Philippines, Taiwan, Thailand and Vietnam. Information regarding J.D. Power Asia Pacific and its products can be accessed through the Internet at [www.jdpower.com](http://www.jdpower.com). Media e-mail contact: [xingtliu@jdpower.com.sg](mailto:xingtliu@jdpower.com.sg).

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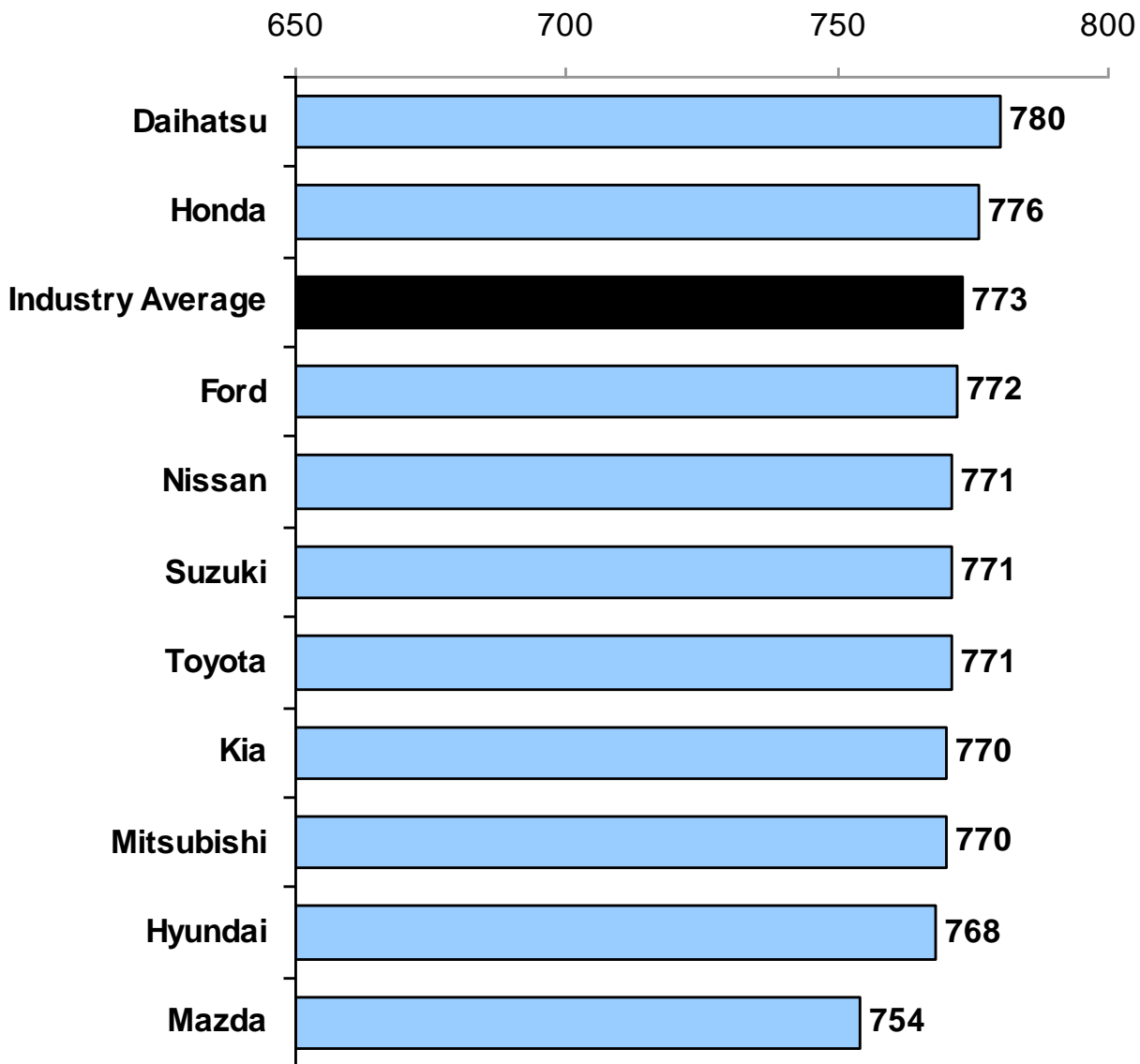
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NOTE: Two charts follow.

# J.D. Power Asia Pacific 2012 Indonesia Sales Satisfaction Index (SSI) Study<sup>SM</sup>

## Sales Satisfaction Index Ranking

Based on 1,000-point scale



NOTE: Included in the study but not ranked due to small or insufficient sample size are Chevrolet and Isuzu.

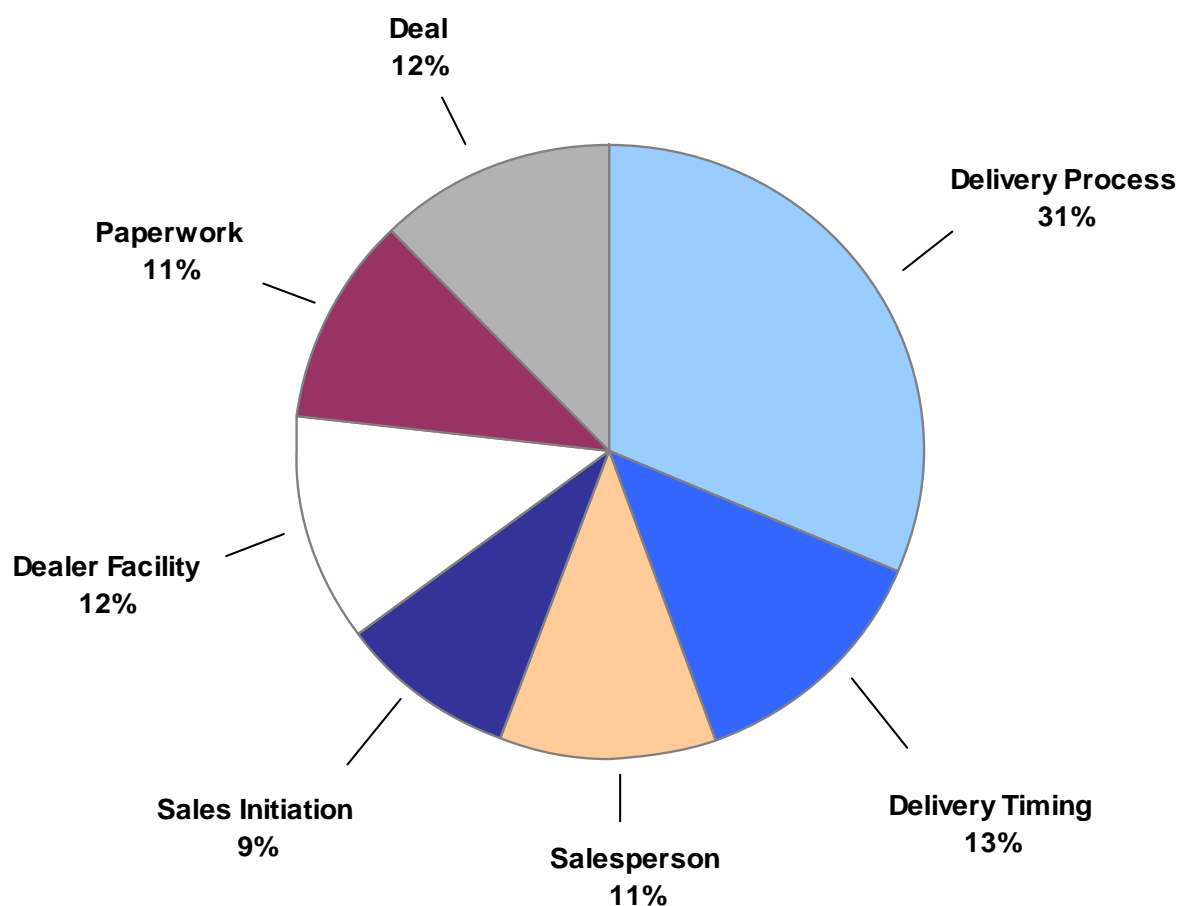
Source: J.D. Power Asia Pacific 2012 Indonesia Sales Satisfaction Index (SSI) Study<sup>SM</sup>

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## ***Factors Comprising Overall Satisfaction***



*NOTE: Percentages may not total 100 due to rounding.*

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*Source: J.D. Power Asia Pacific 2012 Indonesia Sales Satisfaction Index (SSI) Study<sup>SM</sup>*

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