

Press Release

J.D. Power Asia Pacific Reports: Malaysia After-Sales Customer Service Standard Improves

BMW Ranks Highest in Customer Satisfaction with Dealer Service for a Third Consecutive Year

SINGAPORE: 31 July 2013—Implementation of consistent service standards at dealerships has helped improve satisfaction with authorized service centers among new-vehicle owners of most national and non-national brands, according to the J.D. Power Asia Pacific 2013 Malaysia Customer Service Index (CSI) StudySM released today.

The study, now in its 11th year, measures overall service satisfaction among owners who took their vehicle to an authorized service center for service maintenance and/ or repair work during the first 12 to 24 months of ownership. The study evaluates new-vehicle owner satisfaction with the service experience by examining dealership performance in five factors: service quality (38%); vehicle pick-up (20%); service initiation (14%); service advisor (14%); and service facility (14%). Overall satisfaction averages 758 index points (on a 1,000-point scale) in 2013, an 18-point improvement from 2012.

The study identifies 22 service standards that enhance the overall customer service experience. On average, authorized service centers implement 17.8 standards per service visit.

“While there is room to further improve service standards among the brands, dealerships are doing a good job with the service advisor greeting customers when they arrive; having the vehicle ready when it is originally promised; informing customers when to schedule their next visit; and getting the work done right the first time,” said Rajaswaran Tharmalingam, country head, Malaysia, at J.D. Power Asia Pacific, Singapore.

Tharmalingam noted that the gap in service satisfaction between national and non-national brands in Malaysia has steadily narrowed to 23 points in 2013, from 31 points in 2012 and 48 points in 2011.

“Although the national and non-national brands are improving overall, dealers still need to improve the implementation rate of service standards among their large networks and customer bases nationwide,” said Tharmalingam.

Performance in the service advisor and service quality factors has improved from 2012; however, there is room for more improvement. For example, only 85 percent of customers indicate that their service advisor provided helpful advice during their service visit. The study also finds that only 32 percent of customers received follow-up phone calls from their service center after the work was completed.

“Customers expect their service advisor to make sure they understand the work being done to their vehicle, as well as answer their questions and provide advice, if needed,” said Tharmalingam. “Overall customer satisfaction suffers when their service advisor fails to meet their expectations. It is important for dealerships to make continuous improvements in customer service and create a robust and lasting experience among customers.”

Tharmalingam notes that although customers have certain expectations when they take their vehicle in for service, going beyond those expectations and providing an additional service, such as washing the vehicle before returning it, positively impacts customer satisfaction.

Among the 15 brands included in the 2013 study, BMW ranks highest in overall customer service satisfaction for a third consecutive year, with a score of 817. BMW performs particularly well in all five factors, with a notable improvement in service advisor. Volkswagen (793) ranks second, followed by Honda and Mazda in a tie (786 each). Mitsubishi (765) achieves the highest improvement among all brands, with a 34-point increase.

The 2013 study is based on responses from 2,772 new-vehicle owners who purchased their vehicle between February 2011 and May 2012 and took their vehicle for service to an authorized service center between August 2012 and May 2013. The study was fielded between February and May 2013.

About J.D. Power

J.D. Power is a global marketing information services company providing performance improvement, social media and customer satisfaction insights and solutions. The company's quality and satisfaction measurements are based on responses from millions of consumers annually. Headquartered in Westlake Village, Calif., J.D. Power has offices in North America, Europe and Asia Pacific. For more information on [car reviews and ratings](#), [car insurance](#), [health insurance](#), [cell phone ratings](#), and more, please visit JDPower.com. J.D. Power is a business unit of McGraw Hill Financial.

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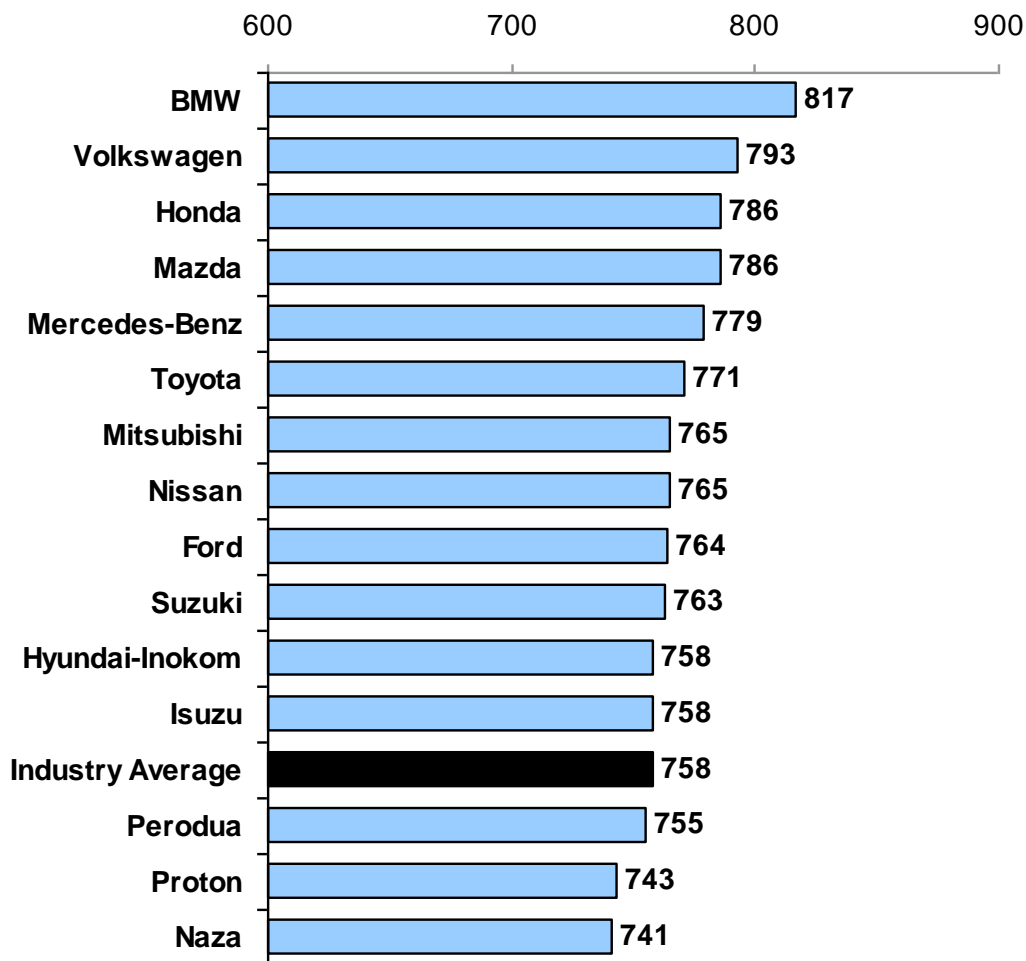
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NOTE: Two charts follow.

J.D. Power Asia Pacific 2013 Malaysia Customer Service Index (CSI) StudySM

Customer Service Index Ranking

Based on 1,000-point scale



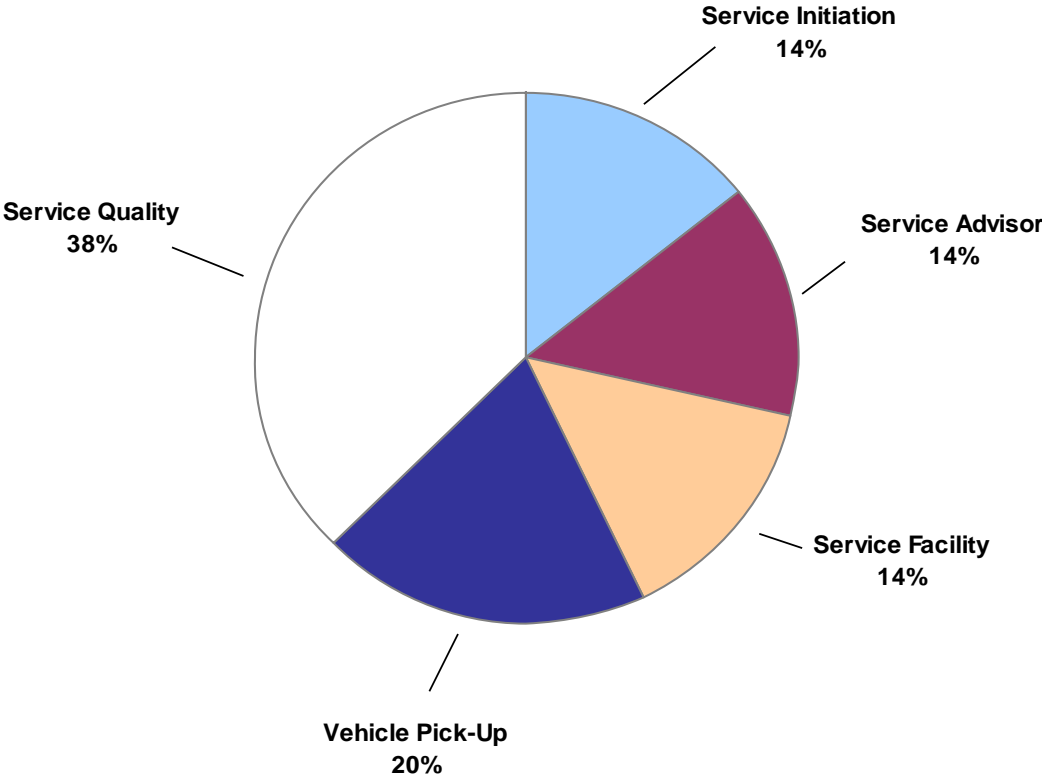
NOTE: Included in the study but not ranked due to small or insufficient sample size are Peugeot, Chery, and Lexus.

Source: J.D. Power Asia Pacific 2013 Malaysia Customer Service Index (CSI) StudySM

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J.D. Power Asia Pacific 2013 Malaysia Customer Service Index (CSI) StudySM

Factors Comprising Overall Satisfaction



Source: J.D. Power Asia Pacific 2013 Malaysia Customer Service Index (CSI) StudySM

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