



## Press Release

### **J.D. Power Asia Pacific Reports: Explaining Work Performed Immediately After Vehicle Service Positively Impacts Customer Satisfaction in Vietnam**

Toyota Ranks Highest in Customer Satisfaction with After-Sales Service in Vietnam

**SINGAPORE: Embargoed for release until 31 October 2012** — Despite an overall improvement in vehicle owners' satisfaction with their service visit experience, it remains essential that service advisors spend time explaining the work performed to customers when they pick-up their vehicle, according to the J.D. Power Asia Pacific 2012 Vietnam Customer Service Index (CSI) Study<sup>SM</sup> released today.

Now in its fourth year, the study measures new-vehicle owner satisfaction with the after-sales service experience by examining dealership performance in five factors. In order of importance, they are service quality; vehicle pick-up; service facility; service advisor; and service initiation. CSI performance is reported as an index score based on a 1,000-point scale.

The study finds that satisfaction levels are notably lower among customers whose service advisor did not spend time to explain the work completed on their vehicle (798 points compared with 835).

“Explaining to customers the work that was performed on their vehicle enables them to raise any questions they may have regarding their vehicle or the service center,” said Rajeev Nair, director at J.D. Power Asia Pacific, Singapore. “This also allows customers to better understand the time required for the service as well as any charges incurred.”

Among the seven brands ranked in the study, Toyota ranks highest in overall satisfaction with a score of 843. Toyota performs particularly well in the service quality, service advisor, service initiation and service facility factors. Mercedes-Benz ranks second with a score of 832, performing particularly well in the vehicle pick-up factor. Overall service satisfaction averages 831 in 2012, a 19-point increase from 2011.

A majority (94%) of customers indicate the time to complete the work on their vehicle was within the promised period, an improvement of 5 percent from 2011. On average, 93 percent of customers say the time taken to service their vehicle met or exceeded their expectations. However, among the approximately 7 percent of customers who indicate that service took longer than expected, satisfaction averages 746 points compared to 837 among those service customers whose expectations were met or exceeded.

“It is encouraging to see an increase in the number of customers indicating that their vehicle was ready when promised, but service advisors could improve the service experience further by informing customers of the status of their vehicle during the service visit,” said Nair. “Reassuring customers that the service is running on time emphasizes the reliability of the service center, improves overall customer satisfaction and, importantly, allows customers to keep to their own schedule.”

On average, 18 percent of customers are not kept informed of their vehicle's status, resulting in lower overall satisfaction with the service experience (799 points, compared with 838 points among those who were updated). Indeed, since the vast majority of customers wait at the dealership while their vehicle is serviced, keeping them informed on the status of their vehicle is vital.

Highlighting the importance of satisfaction, 85 percent of customers who are highly satisfied with their service experience (index scores of 884 or higher) say they “definitely would” revisit the service dealer for

warranty service, compared with only 54 percent of customers who have lower satisfaction (scores below 783 index points) who say the same. Moreover, 68 percent of customers who indicate that their overall service experience was better than expected say they “definitely would” revisit the same dealer for post-warranty work, compared with only 10 percent of those whose overall service experience was worse than expected who say the same.

“The importance of consistently delivering a highly satisfying service experience cannot be underestimated,” said Nair. “Customers who are highly satisfied are far more likely to return to the same dealership for both warranty and post-warranty work.”

The 2012 Vietnam Customer Service Index (CSI) Study measures the overall satisfaction of vehicle owners who visited an authorized dealer/service center for maintenance or repair work during the first 12 to 24 months of ownership. This study is based on responses from 1,140 new-vehicle owners who purchased their vehicle between May 2010 and July 2011 and took their vehicle for service to an authorized dealer or service center between November 2011 and July 2012. The study was fielded between May and July 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)

#### **About J.D. Power and Associates**

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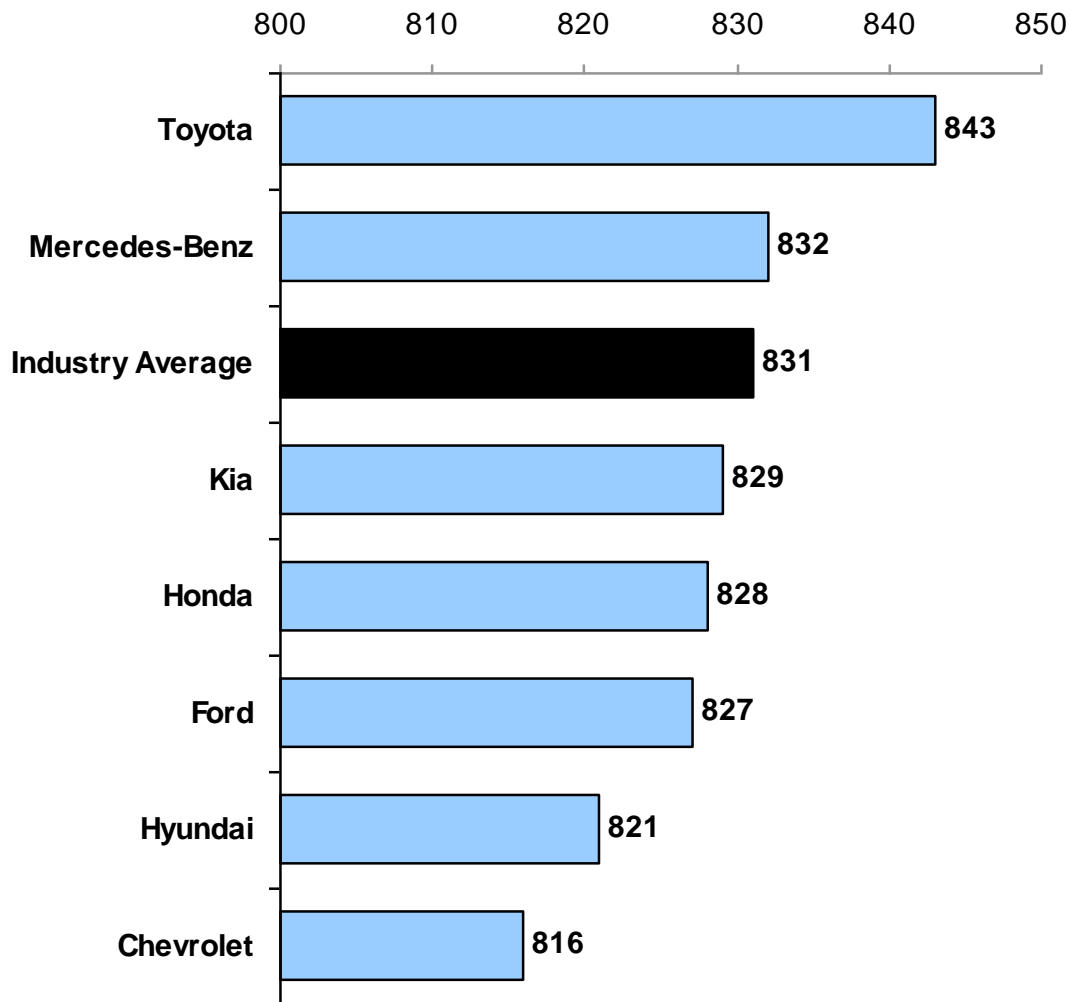
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NOTE: Two charts follow.

# J.D. Power Asia Pacific 2012 Vietnam Customer Service Index (CSI) Study<sup>SM</sup>

## Customer Service Index Ranking

Based on a 1,000-point scale



NOTE: Mitsubishi and Nissan are included in the study but not ranked due to insufficient sample sizes.

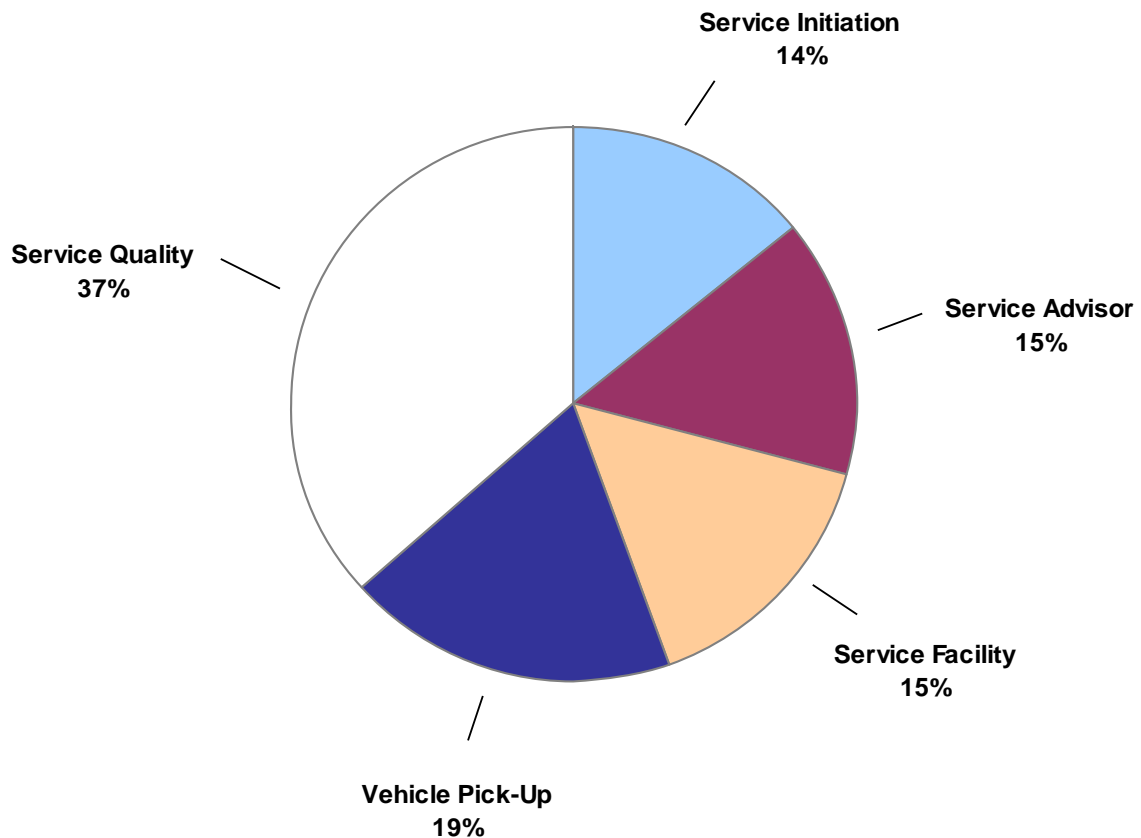
Source: J.D. Power Asia Pacific 2012 Vietnam Customer Service Index (CSI) Study<sup>SM</sup>

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# J.D. Power Asia Pacific 2012 Vietnam Customer Service Index (CSI) Study<sup>SM</sup>

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## *Factors Contributing to Overall Satisfaction*



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