



Press Release

J.D. Power Asia Pacific Reports: Scheduling Appointment for After-Sales Service Positively Impacts Customer Satisfaction with Their Service Experience

Toyota Ranks Highest in After-Sales Service Satisfaction in Thailand for a Fifth Consecutive Year

BANGKOK: 31 July 2012 — Satisfaction with after-sales service at authorized service centers is particularly higher among customers who have an appointment than among those who drop by a service center at their own convenience, according to the J.D. Power Asia Pacific 2012 Thailand Customer Service Index (CSI) StudySM released today.

The study measures new-vehicle owner satisfaction with the after-sales service process by examining dealership performance in five factors: service initiation; service advisor; service facility; vehicle pick-up; and service quality. Dealership service performance is reported as an index score based on a 1,000-point scale.

According to the study, 30 percent of service customers schedule their visit in advance by making a telephone appointment instead of dropping by at a time convenient to them, a 7-percentage-point increase from 2011. Overall satisfaction among customers with an appointment is 866, which is 28 points higher than among those without an appointment. The gap in satisfaction scores between having a scheduled appointment and not having one is the largest since the inception of the study in 2000.

“Authorized service centers in Thailand are encouraging their customers to schedule their routine maintenance service visits in advance and then reminding them prior to the appointment,” said Loic Pean, senior manager at J.D. Power Asia Pacific. “Nearly one-half of customers indicate that they knew it was time for maintenance/repairs thanks to a reminder from the service center, two times higher than observed last year. At the same time, dealer processes are being adapted to service appointment customers better and faster, which results in increased customer satisfaction and operational efficiency for the service centers—a win-win situation.”

Overall customer satisfaction averages 846 in 2012, a 19-point improvement from 2011. Across the industry, satisfaction has increased year over year in all factors, particularly in service initiation (+26 points) and service facility (+24). Service facility is the only factor in which all makes achieve an increase in satisfaction.

“Taking advantage of the current and expected future market growth, manufacturers are putting in place plans to renovate and expand their service center facilities in order to provide a better experience to their customers and meet their increasing expectations,” said Pean. “Special attention is put on the layout and customer amenities of the waiting lounges, as more than three-fourths of customers stay at the dealership during service. Internet access, for instance, is becoming widely available, as reported by nearly two-thirds of customers.”

Among the nine brands included in the study, Toyota ranks highest for a fifth consecutive year, achieving a score of 854. Toyota performs particularly well in three of the five factors: service advisor, service facility and vehicle pick-up. Chevrolet (851) improves by 36 index points from 2011 to rank second in 2012. Chevrolet performs particularly well in service initiation and service quality. Honda (849) ranks third.

While satisfaction improves notably year over year, the implementation rate of certain less-essential service standards has decreased. The implementation rates of all relationship measures—activities that monitor personal interactions between service advisors and customers—have declined considerably from 2011. As the proportion of “pleased” customers¹ has increased, the proportion of “delighted” customers² has declined. Fewer than 6 percent of customers say that their service experience was “better than expected”, which is 10 percent points less than in 2011. Similarly, only 39 percent of customers say they “definitely would” recommend their dealer to family or friends this year, down 8 percent points from 2011.

The proportion of customers who indicate they “definitely would” revisit their service dealer for post-warranty service is nearly twice as high among customers who are “delighted”, compared with customers who are “pleased” and more than 12 times higher than “disappointed” customers³.

“It is important for authorized service centers to always strive to go the extra mile and give that little extra care that will make customers return for post-warranty service,” said Pean. “Personal interactions, customer focus and attention to detail are essential skills for service advisors to develop in order to delight customers.”

The 2012 Thailand Customer Service Index (CSI) Study, now in its 13th year, measures the overall satisfaction of vehicle owners who visit 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 3,178 new-vehicle owners who purchased their vehicle between January 2010 and April 2011 and took their vehicle for service to an authorized dealer or service center between July 2011 and April 2012. The study was fielded between January and April 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 Australia, 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. Media email contact: xingtli_lu@jdpower.com.sg.

About J.D. Power and Associates

Headquartered in Westlake Village, Calif., J.D. Power and Associates is a global marketing information services company providing forecasting, 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. For more information on car reviews and ratings, car insurance, health insurance, cell phone ratings, and more, please visit JDPower.com. J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

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¹ Customers providing a rating of 8 - 9 on a 10-point scale for overall satisfaction with the entire service experience.

² Customers providing a rating of 10 on a 10-point scale for overall satisfaction with the entire service experience.

³ Customers providing a rating of 1 - 5 on a 10 point scale for overall satisfaction with the entire service experience

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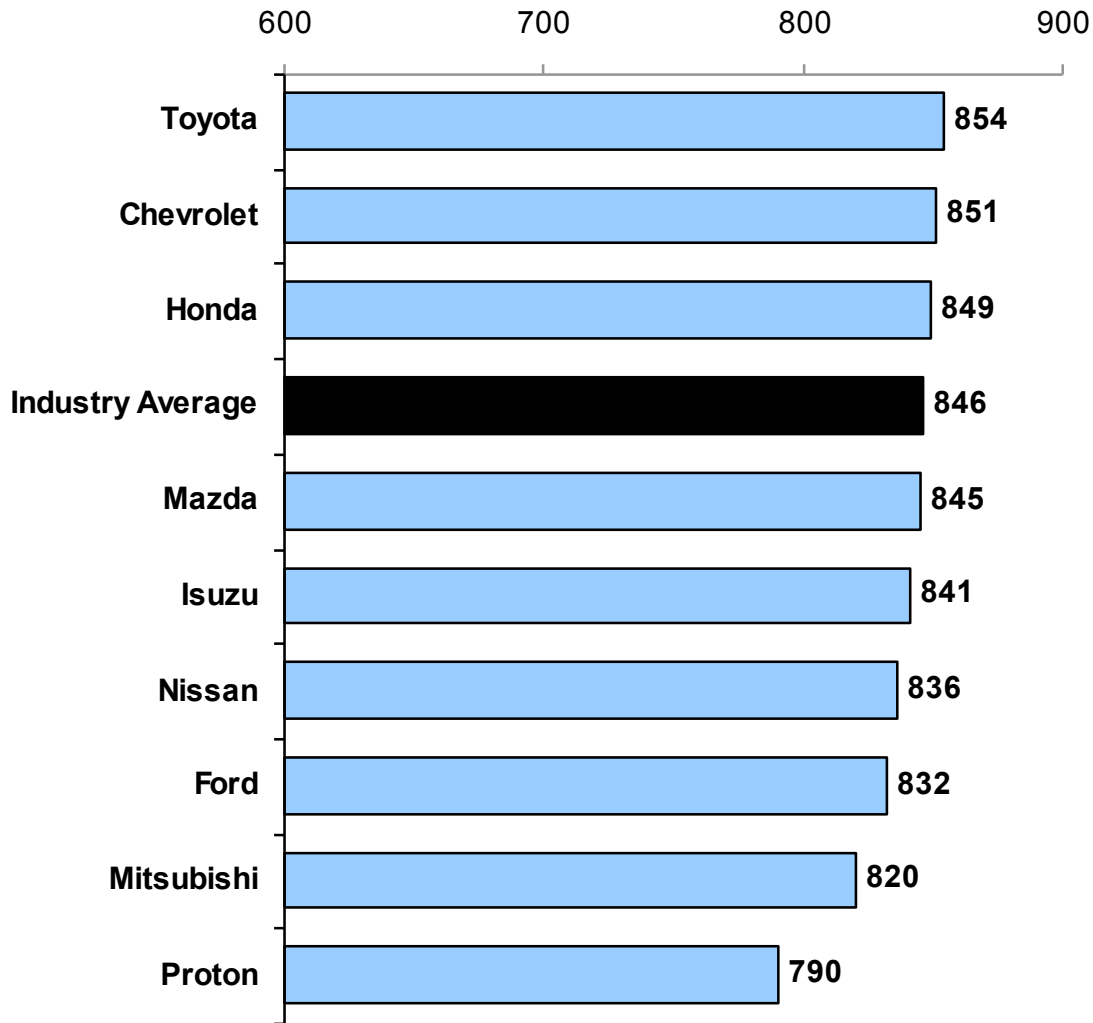
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NOTE: Two charts follow.

J.D. Power Asia Pacific 2012 Thailand Customer Service Index (CSI) StudySM

Customer Service Index Ranking

Based on 1,000-point scale



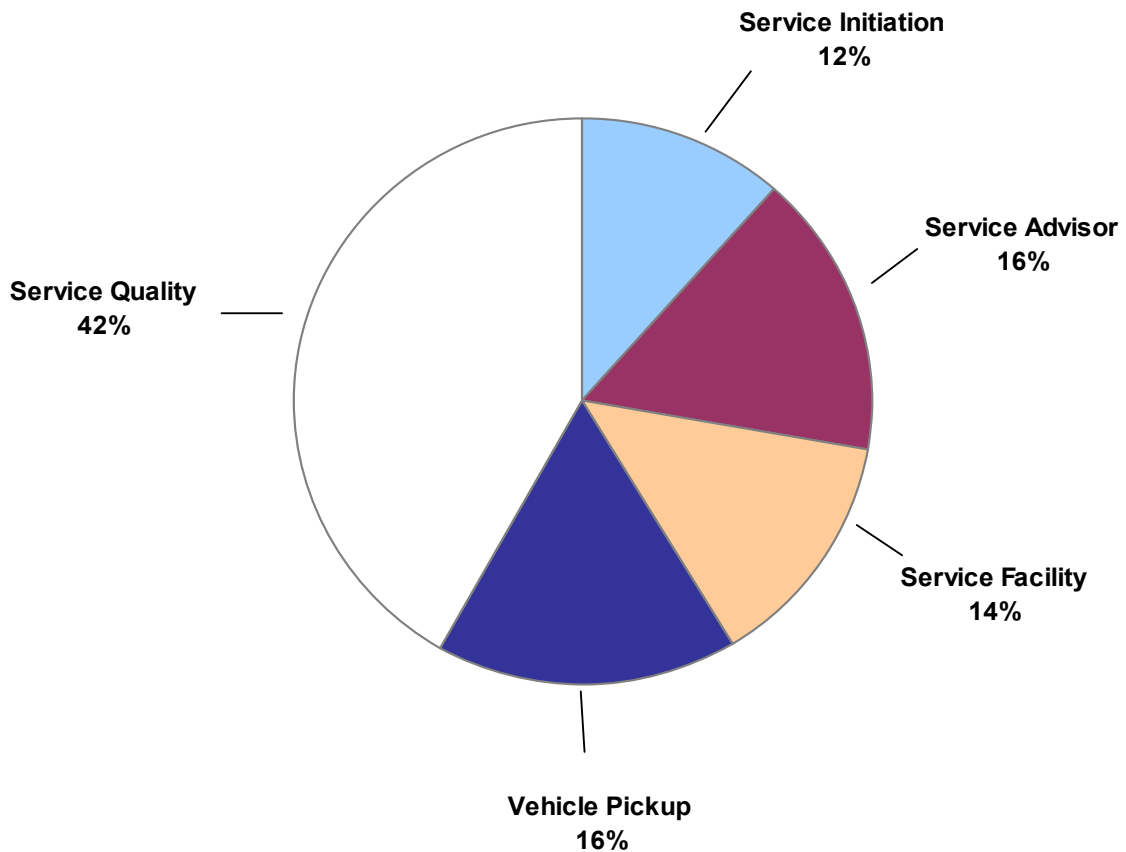
NOTE: Included in the study but not ranked due to small sample size are: BMW, Mercedes-Benz, Suzuki and Tata.

Source: J.D. Power Asia Pacific 2012 Thailand Customer Service Index (CSI) StudySM

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J.D. Power Asia Pacific 2012 Thailand Customer Service Index (CSI) StudySM

Factors Comprising Overall Satisfaction



Source: J.D. Power Asia Pacific 2012 Thailand Customer Service Index (CSI) StudySM

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