

J.D. Power Asia Pacific Reports: Technology Has Positive Impact on New-Vehicle Buyer Experience in Malaysia

Toyota Ranks Highest in New-Vehicle Sales Satisfaction among Mass Market Brands in Malaysia For a Second Consecutive Year

SINGAPORE: 5 SEPTEMBER 2014 — New-vehicle buyers in Malaysia prefer using technology during their pre-purchase experience, according to the J.D. Power Asia Pacific 2014 Malaysia Sales Satisfaction Index (SSI) StudySM released today.

The study, now in its 12th year, examines seven factors that contribute to overall customer satisfaction with the new-vehicle purchase experience (in order of importance): delivery process (20%); sales initiation (17%); salesperson (15%); paperwork (15%); delivery timing (13%); dealer facility (11%); and deal (10%). Performance is reported as an index score based on a 1,000-point scale, in which a higher overall score indicates greater satisfaction with the new-vehicle sales and delivery process. The 2014 study examines service satisfaction in the mass market segment.

Overall sales satisfaction in the mass market segment averages 795 index points in 2014, a 2-point decline from 2013. Satisfaction among new-vehicle buyers who use the Internet during their vehicle-shopping process is 809, 18 points higher than among those who do not use the Internet. More than three-fourths (79%) of buyers use the Internet to get information on the vehicle price; 69 percent use it for information on vehicle features or accessories; 68 percent for technical specifications; and 59 percent to view vehicle brochures/ pictures.

When the salesperson at the dealership uses a computer/ DVD or tablet/ mobile device during the sales process, satisfaction averages 822 and 810, respectively. In contrast, satisfaction drops to 793 when customers are shown catalogs or brochures.

“Technology, which can be used to illustrate vehicle options and features, is a useful tool for communicating with customers, especially when dealerships have a limited number of vehicles on display in the showroom,” said Rajaswaran Tharmalingam, country head, Malaysia, J.D. Power Asia Pacific. “In addition to using technology during the sales process, it’s critical for dealerships to have an adequate ratio of sales consultants with up-to-date product knowledge to meet rising expectations of well-informed new-vehicle buyers in Malaysia who shop online prior to visiting a dealership.”

KEY FINDINGS

- Overall satisfaction for the Malaysian national brands within the mass market segment averages 790 in 2014, up 5 points from 2013. Overall satisfaction with the non-national brands averages 801, narrowing the gap between national and non-national brands to 11 index points from 29 index points in 2013.
- Mitsubishi is the most improved mass market brand in the SSI (+11 points), with the greatest increase in satisfaction in the salesperson, delivery process, sales initiation and deal factors.
- The study identifies 19 sales standards that enhance the overall sales satisfaction experience. In 2014, customers expect a minimum of 15 of those 19 standards to be met in order to have a positive service experience. In comparison, customer expectations in 2013 were for service centers to meet 13 of the 19 standards.

- Among highly satisfied customers (overall SSI scores of 851 and higher), 51 percent say they “definitely would” recommend their purchase dealer to family and friends, compared with only 20 percent of highly dissatisfied customers (scores of 746 or lower) who say the same.

Study Rankings

Toyota ranks highest in overall sales satisfaction among mass market brands for a second consecutive year, with a score of 804. Toyota performs particularly well in the sales initiation, dealer facility, deal, sales person and delivery process factors. Honda ranks second at 803, while Hyundai and Nissan rank third in a tie with 801 each.

The 2014 Malaysia Sales Satisfaction Index (SSI) Study is based on responses from 2,601 new-vehicle owners in the mass market segment who purchased their vehicle between August 2013 and April 2014. The study was fielded between February and June 2014.

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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 consulting 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 japan.jdpower.com.

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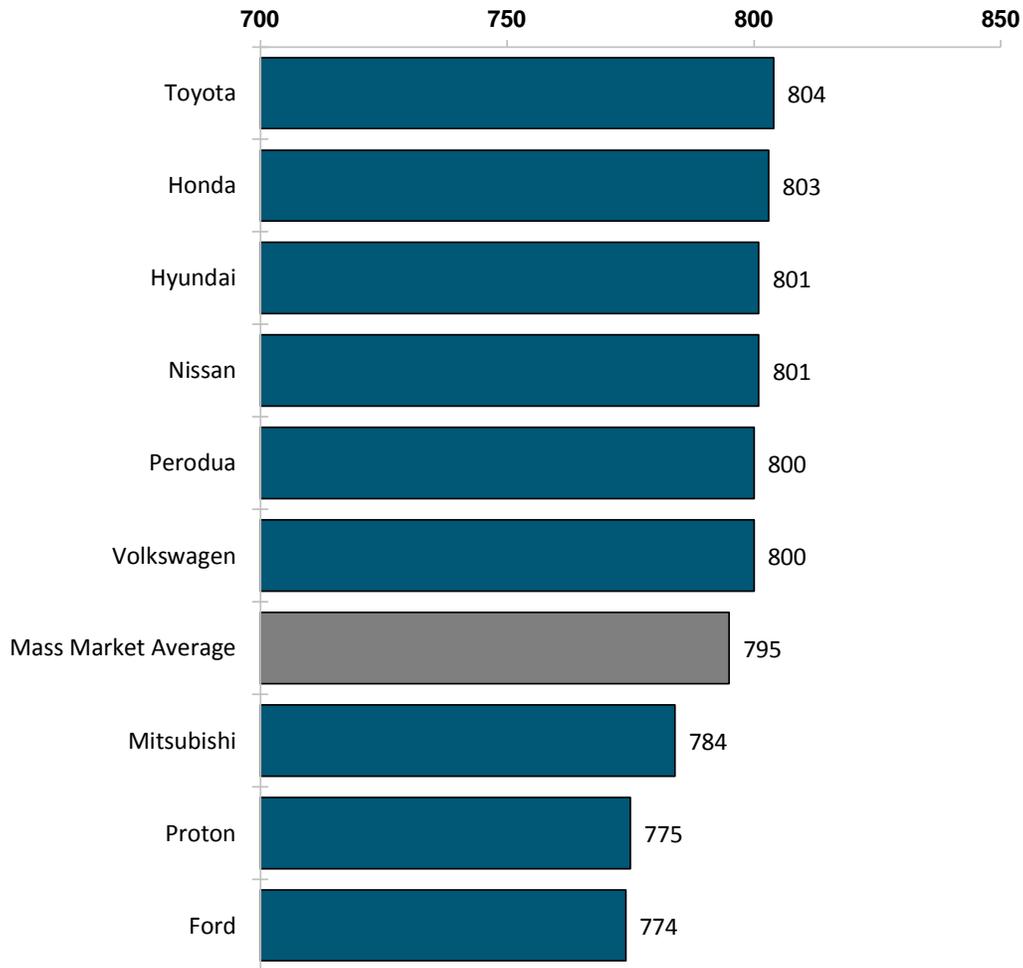
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NOTE: Two charts follow

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Sales Satisfaction Index Ranking Mass Market Brands (Based on a 1,000-point scale)



Note: Rankings are in alphabetical order when there is a tie

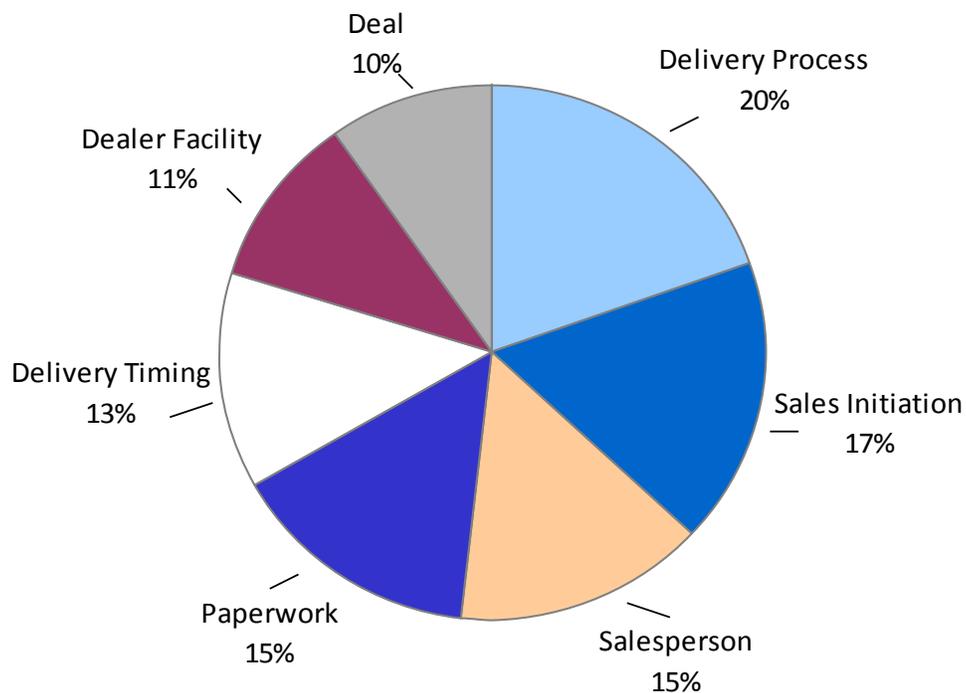
Note: Included in the study but not ranked due to small or insufficient sample size are Isuzu, Kia, Mazda, Peugeot and Suzuki

Source: J.D. Power Asia Pacific 2014 Malaysia Sales Satisfaction Index (SSI) StudySM

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Factors Comprising Overall Satisfaction



Note: Percentages may not total 100 due to rounding

Source: J.D. Power Asia Pacific 2014 Malaysia Sales Satisfaction Index (SSI) StudySM

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