

Press Release

J.D. Power Asia Pacific Reports: Customers Prefer Advance Scheduling for After-Sales Service in Taiwan

Mitsubishi and Nissan Tie for Highest Rank in After-Sales Service among Mass Market Brands

SINGAPORE: 30 September 2014 — The proportion of customers planning their vehicles' service in advance increases significantly in the Taiwan market, according to the J.D. Power Asia Pacific 2014 Taiwan Customer Service Index (CSI) StudySM mass market segment, released today.

For the first time, the study measures after-sales satisfaction separately in two vehicle segments—luxury and mass market. Customer satisfaction with dealer service is measured across five factors (listed in order of importance): service quality; service initiation; vehicle pick-up; service advisor; and service facility. CSI performance is reflected in an index score based on a 1,000-point scale, in which a higher overall CSI score indicates higher customer satisfaction. Overall customer satisfaction in the mass market segment averages 878 points in 2014. Study findings for the luxury market segment will be announced in mid-October.

The proportion of customers who prefer to schedule an appointment ahead of service has gone up 30 percentage points during the past five years to 79% in 2014 from 49% in 2010. Overall satisfaction is higher among customers who schedule their service visit by appointment (880) than among walk-in customers (872), with the widest gaps in scores in the service initiation (879 scheduled vs. 868 walk-in) and vehicle pick-up factors (866 scheduled vs. 855 walk-in). Additionally, satisfaction among customers who schedule a service appointment is higher when they bring their vehicle to the dealership before 10 a.m. (901) than when they arrive after 10 a.m. (873).

“Vehicle owners who are highly satisfied with dealer service tend to have higher levels of advocacy and loyalty to the dealership,” said Kaustav Roy, director at J.D. Power Asia Pacific. “Vehicle owners view the service process as an essential function that needs to be completed. Because customers are busy with daily commitments, they prefer to schedule their vehicle service in advance. Dealerships that are able to manage their resource allocation to cater to this growing demand of scheduling are better positioned to provide a more satisfying customer experience.”

The percentage of customers who stay at the dealership during the entire service visit has increased to 77 percent from 69 percent in 2013. Providing comfortable facilities and amenities at the service center while customers wait for their vehicle helps improve satisfaction. Complimentary Internet access in the waiting lounge is one of the amenities customers expect, with a usage rate of 86 percent in 2014. When that amenity is not provided, service facility satisfaction drops by 29 points, compared with when it is provided.

2014 Taiwan CSI Mass Market Brand Rankings

Mitsubishi and Nissan rank highest (in a tie) in the mass market segment with a score of 889 each. Mitsubishi performs well in the service initiation, service advisor and vehicle pick-up factors. Nissan performs well in service facility, vehicle pick-up, and service quality. Hyundai ranks third with a score of 880.

KEY FINDINGS MASS MARKET SEGMENT

- Achieving high satisfaction is critical because, vehicle owners who are highly satisfied with dealer service (overall satisfaction scores of 937 or higher) tend to have higher levels of advocacy and loyalty to the dealership and the brand. Among customers who are highly satisfied with their service experience at the dealership, 50 percent say they “definitely would” revisit their service dealer for post-warranty service. In contrast, only 33 percent of less satisfied customers (scores of 836 or lower) say the same.
- Customer expectations for service turnaround time in Taiwan are a maximum of two hours. When the service time is more than two hours, satisfaction falls to 851, which is 27 points below the mass market average of 878. More than three-fourths (80%) of customers receive their vehicle within that time frame in 2014.
- Customers expect their vehicle to be returned to them cleaner than when they brought it in for service. Satisfaction is 889 among customers who indicate their vehicle was cleaner post-service, compared with 851 among those whose vehicle was not cleaner post-service. Nearly three-fourths (73%) of customers say that their vehicle was cleaner when it was returned to them than it was when they brought it in, up 6 percentage points from 2013.
- Completion of all services recommended by the service team has a positive impact on satisfaction. Satisfaction among customers who choose to undertake all recommended services is 883, compared with 856 among those who do not. More than three-fourths (78%) of customers who do not undertake all recommended services indicate that they were not convinced of the need, regardless of time and cost.

About the Study

The 2014 Taiwan Customer Service Index Study is based on responses from 2,630 vehicle owners in the mass market segment who received delivery of their new vehicle between March 2012 and June 2013 and took their vehicle for service to an authorized dealer or service center between September 2013 and June 2014. The study was fielded from March through 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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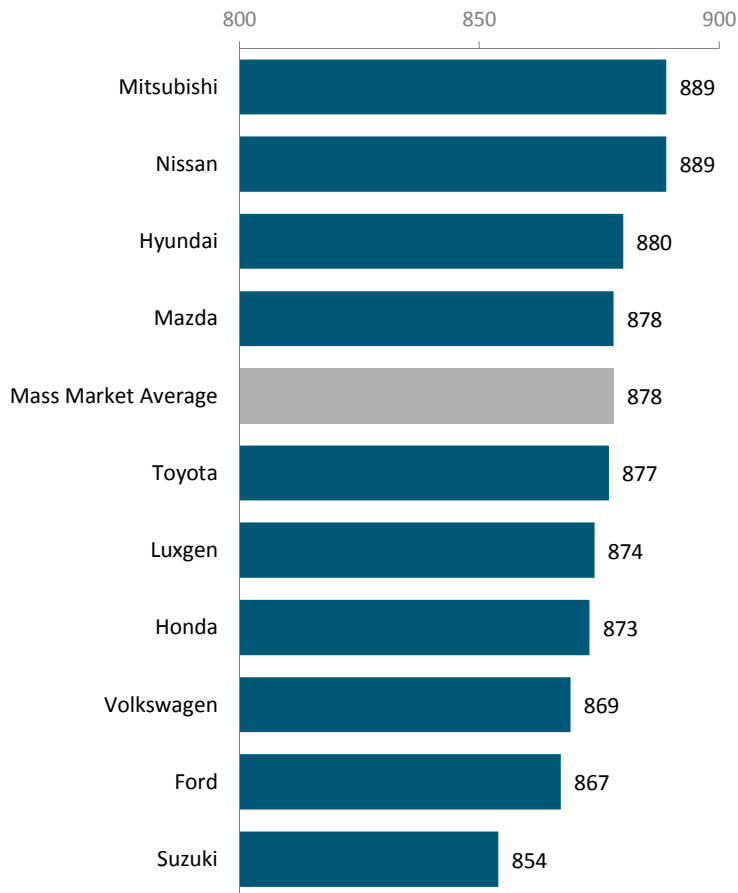
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NOTE: Two charts follow.

J.D. Power Asia Pacific 2014 Taiwan Customer Service Index (CSI) StudySM

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



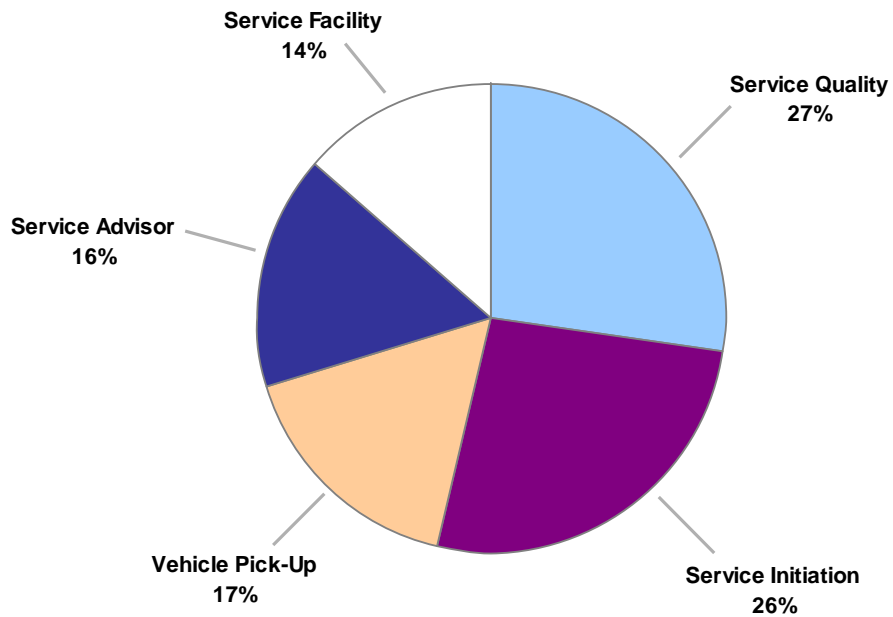
Note: Rankings are in alphabetical order when there is a tie.
Note: Included in the study but not ranked due to small sample size is Subaru.

Source: J.D. Power Asia Pacific 2014 Taiwan Customer Service Index (CSI) StudySM

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Factors Comprising Overall Satisfaction



Source: J.D. Power Asia Pacific 2014 Taiwan Customer Service Index (CSI) StudySM

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