

J.D. Power Asia Pacific Reports: Customer Satisfaction with New-Vehicle After-Sales Service in Vietnam Improves Significantly

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

SINGAPORE: 31 October 2014 — Customer satisfaction among new-vehicle owners with the after-sales service experience at authorized car dealerships in Vietnam improves significantly, according to the J. D. Power Asia Pacific 2014 Vietnam Customer Service Index (CSI) StudySM released today.

Now in its sixth 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 (37%); vehicle pick-up (19%); service facility (15%); service advisor (15%); and service initiation (14%). CSI performance is reported as an index score based on a 1,000-point scale, with a higher score indicating higher customer satisfaction. For the first time, the 2014 study examines service satisfaction exclusively in the mass market segment.

Overall customer satisfaction with dealer service averages 837 in 2014, a 13-point increase from 2013. Satisfaction improves across all factors, with the largest increase in vehicle pick-up (+18 points).

The study identifies 22 service standards that enhance the overall customer service experience. On average, service centers implement 19.5 standards per service visit in 2014, up from 18.8 in 2013.

“Customer sensitivity to service standards has increased among Vietnamese customers, and when dealers implement those standards, it has a positive impact on customer satisfaction,” said Loic Pean, senior manager at J.D. Power Asia Pacific. “Customers want interaction with their service advisor throughout the service experience, and service advisors are doing a better job of explaining the work performed and the service charges, which is contributing to higher satisfaction.”

The customer relationship with their service advisor, which is based on eight measures, such as the advisor’s ability to put the customer at ease and provide helpful advice about their vehicle service, has a significant impact on overall satisfaction. Among customers who indicate their service advisor met all eight relationship measures, satisfaction is 855, compared with 822 among those whose advisor met six to seven measures and 775 among those whose advisor met five or fewer measures.

Satisfaction among the 38 percent of new-vehicle owners who were able to discuss their service needs with a service advisor prior to their service visit averages 845, compared with 832 among those who were not able to speak with their service advisor in advance. Additionally, only 38 percent of vehicle owners received service reminders from their dealership in 2014, down from 47 percent in 2013.

KEY FINDINGS

- New-vehicle owners who have a service appointment are more satisfied than those who drop in for service (846 vs. 834, respectively).
- More than three-fourths (83%) of owners indicate their service advisor conducted a vehicle inspection before service in 2014, down from 89 percent in 2013. The vehicle walk-around upon service initiation is an essential service standard, which increases transparency and trust with the service advisor.

- Nearly one-fifth (19%) of customers say that the duration of their wait at the dealer/ service center was “unreasonable” in 2014, up from 8 percent in 2013.
- The average service time increases in 2014, as 38 percent of customers indicate they had to wait three hours or longer in 2014, a 17 percent increase from 2013.
- The percentage of owners who indicate it took 15 minutes or longer to complete the paperwork and pick up their vehicle after service was finished increases to 26 percent in 2014 from 20 percent in 2013.
- Although 63 percent of highly satisfied customers (service satisfaction scores of 870 or higher) say they “definitely would” recommend their vehicle brand to friends and relatives, only 41 percent of those who have lower satisfaction (scores of 796 and lower) say the same.

Study Rankings

Among the six brands ranked in the study, Toyota ranks highest in overall satisfaction with a score of 841, a 17-point improvement from 2013. Toyota performs particularly well in the service initiation and service advisor factors. Kia ranks second with a score of 840, performing particularly well in the service advisor, service facility and vehicle pick-up factors. Honda ranks third (838).

The 2014 Vietnam Customer Service Index (CSI) Study measures overall satisfaction among 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 1,110 new-vehicle owners who purchased their vehicle between May 2012 and July 2013 and took their vehicle for service to an authorized dealer or service center between November 2013 and July 2014. The study was fielded between May and July 2014.

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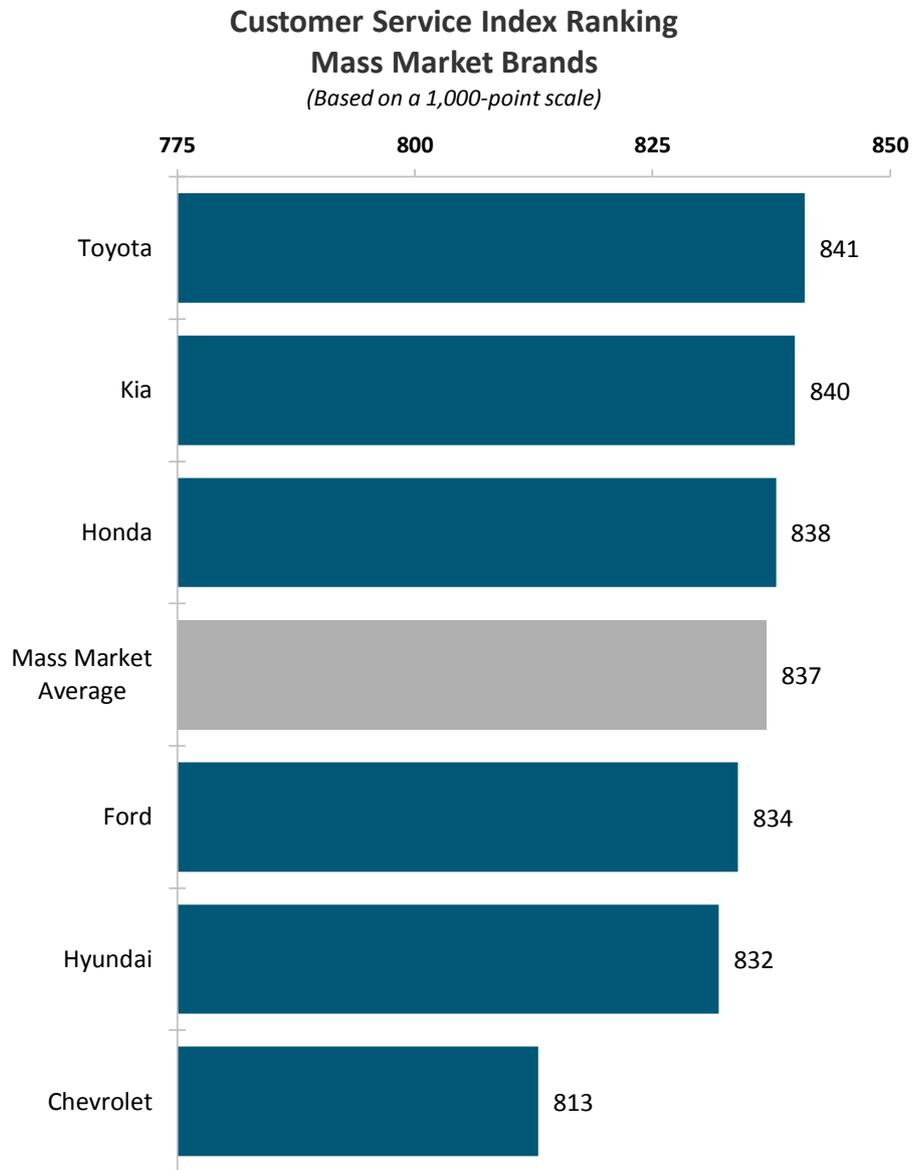
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NOTE: Two charts follows.

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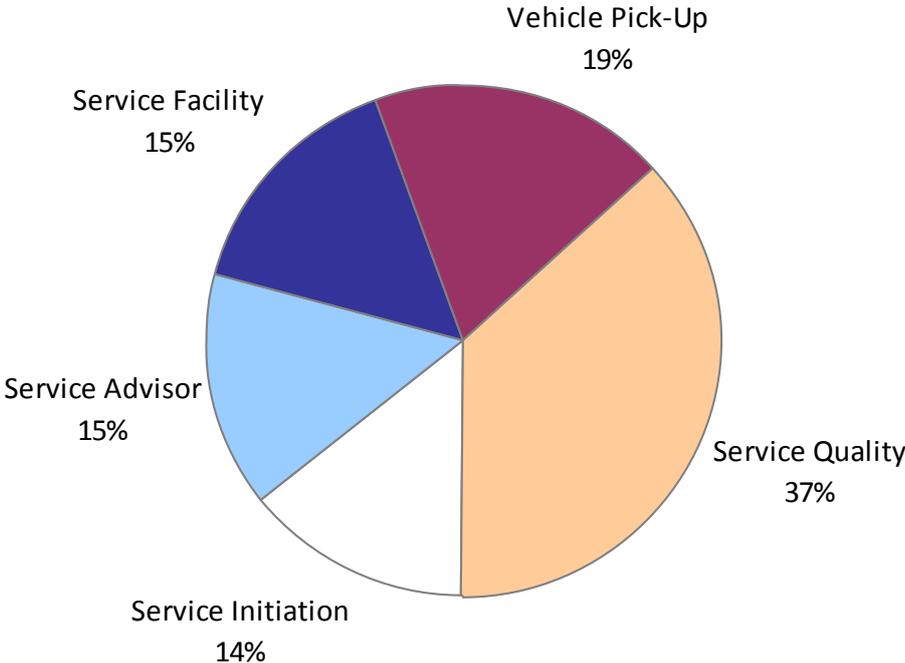
Note: Included in the study but not ranked due to small or insufficient sample size are Mazda and Mitsubishi.

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

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Factors Comprising Overall Satisfaction



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