

**J.D. Power Reports:  
Operational Efficiency and Adherence to Core Processes  
Drive Increase in Service Satisfaction in India**

Maruti Suzuki Ranks Highest in Customer Satisfaction with Dealer Service in India  
For a 15th Consecutive Year

**Singapore: 30 October 2014** — Automotive dealers in India are sustaining their improvement on implementation of core after-sales processes, which is resulting in higher owner satisfaction with the vehicle service experience, according to the J.D. Power 2014 India Customer Service Index (CSI) Study<sup>SM</sup> — Mass Market released today.

The study, now in its 18th year, measures satisfaction among vehicle owners who visit an authorized dealership service center for maintenance or repair work between the first 12 to 24 months of vehicle ownership. The study measures overall satisfaction in five factors (listed in order of importance): service quality (43%); vehicle pick-up (17%); service advisor (14%); service facility (14%); and service initiation (11%). Overall customer satisfaction is measured on a 1,000-point scale, with a higher score indicating higher satisfaction.

Overall service satisfaction in the mass market segment improves by 22 points to 856 in 2014 from 834 in 2013. The increase is attributed to strong improvements across all factors, with service initiation, service quality and vehicle pick-up improving by 22 points each.

More vehicle owners are scheduling an appointment, rather than dropping in, and dealerships are getting vehicles in when they arrive for service, thereby reducing owner wait times. The study finds that 74 percent of customers are scheduling an appointment in 2014, up from 70 percent in 2013, which is contributing to faster vehicle intake, as 75 percent of owners indicate their vehicle was taken in for service within 15 minutes of their arrival at the service center in 2014, up from 68 percent in 2013.

Additionally, dealerships are proactively promoting their express maintenance/ quick service options, as 27 percent of customers are offered this option for services such as an oil change in 2014, up from 22 percent in 2013.

“The India automotive industry has been facing significant challenges over the past two years due to an increase in new-vehicle sales,” said Mohit Arora, executive director at J.D. Power Asia Pacific, Singapore. “Dealerships across most brands have risen to the challenge by placing stringent focus on a combination of implementing core processes and offering convenience, such as quick service, to ensure a superior customer experience with after-sales service.”

The study also finds that overall quality of work done during service is improving, as 95 percent of owners indicate the work was done right the first time in 2014, up from 93 percent in 2013. Additionally, 94 percent of customers indicate they had no problems during the post-service follow-up call with their dealer, which is a 7 percent increase from 2013.

## **KEY FINDINGS**

- The study identifies 22 service standards that enhance the overall customer service experience. Nearly one-third (28%) of customers indicate their dealer implemented all 22 service standards in 2014, a 5 percent increase, compared with 2013. Overall satisfaction improves by 43 points to 899 when all standards are met.
- Waiting time at the dealership has been reduced, as 85 percent of customers indicate they were attended immediately on arrival at the service center in 2014, up from 82 percent in 2013. Additionally, 95 percent of customers indicate they received proactive communication from their service advisor, compared with 93 percent in 2013.
- Service advisors are prepared to receive the customers, as 74 percent of owners indicate their advisor knew about their vehicle history, which improves overall satisfaction by 14 points.
- Customers expect to receive their vehicle within 20 minutes of their arrival at the dealership once service has been completed, an expectation that 85 percent of customers indicate was met in 2014, up 2 percent from 2013. On average, satisfaction improves by 7 points when this expectation is met.
- Owners who are highly satisfied (satisfaction scores of 956 or higher) are nearly twice as likely to recommend their service dealer to family and friends compared with those who are highly dissatisfied (scores of 789 or lower). Additionally, highly satisfied customers are twice as likely to revisit their service dealer for post-warranty service.

### **Rankings**

Maruti Suzuki ranks highest in customer satisfaction with dealer service among mass market brands for a 15th consecutive year with a score of 890. Maruti Suzuki performs particularly well across all factors. Honda and Hyundai rank second in a tie at 863.

The 2014 India Customer Service Index Study is based on evaluations from 7,416 vehicle owners. The study was fielded from May to August 2014 and includes owners who purchased their vehicle between May 2012 and August 2013.

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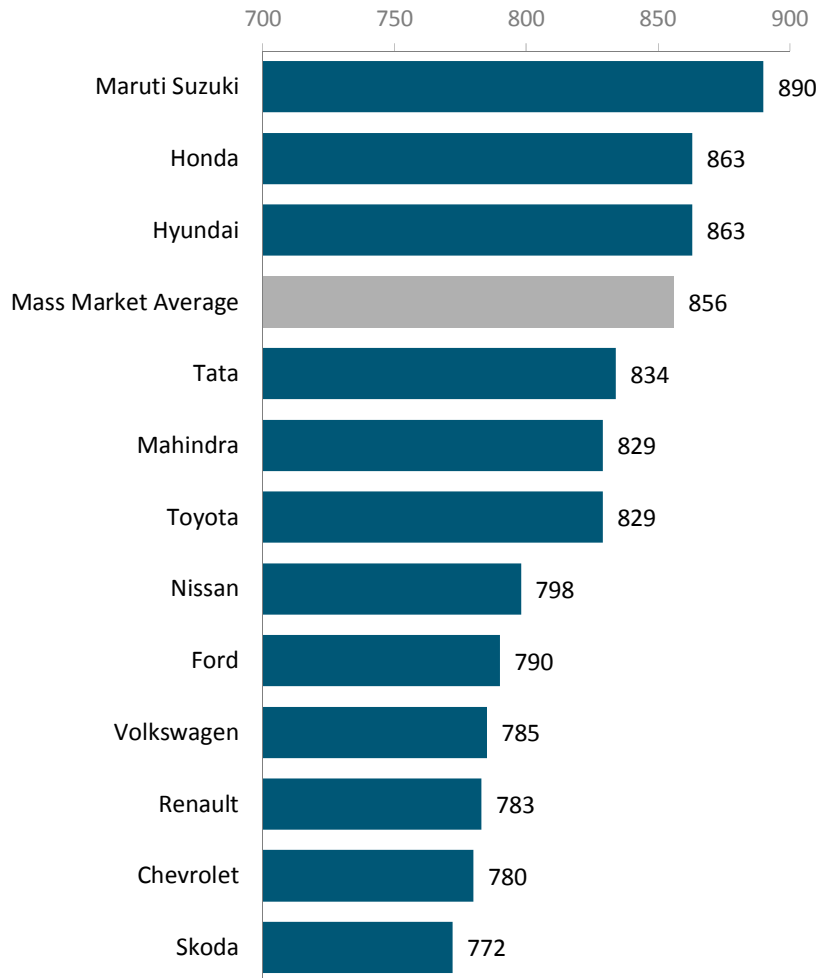
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Note: Two charts follow.

# J.D. Power Asia Pacific 2014 India Customer Service Index (CSI) Study<sup>SM</sup>

## 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.

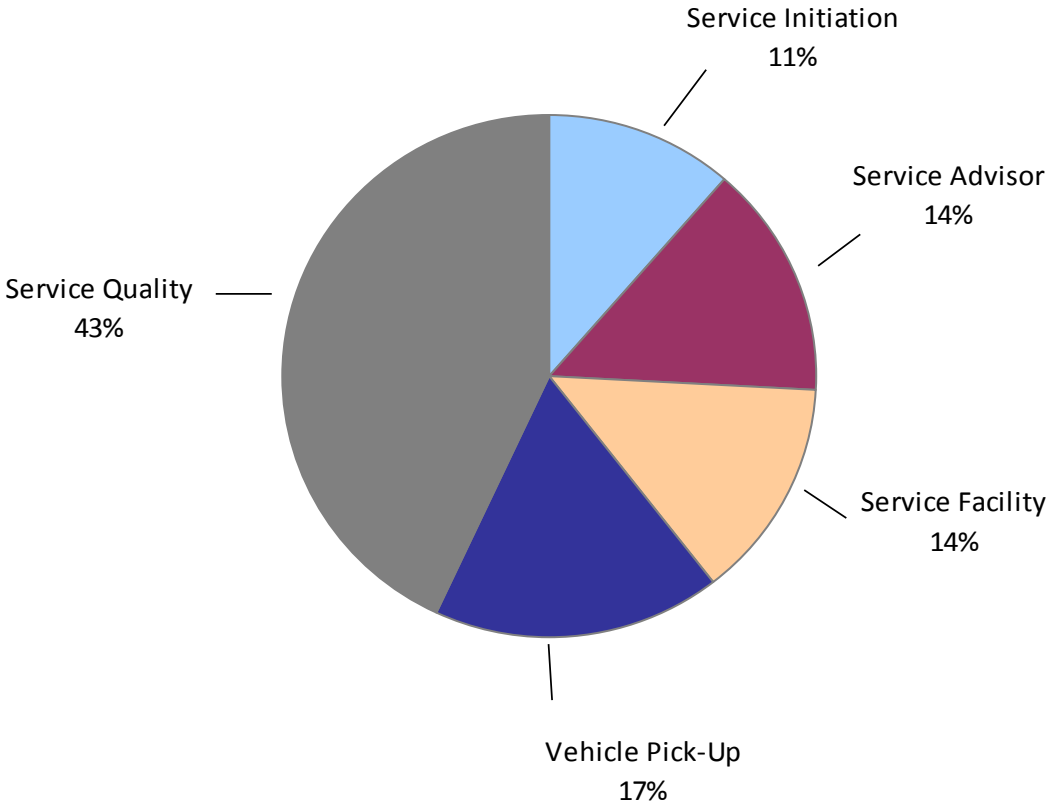
Note: Included in the study but not ranked due to small sample size is Fiat.

Source: J.D. Power Asia Pacific 2014 India Customer Service Index (CSI) Study<sup>SM</sup>

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# J.D. Power Asia Pacific 2014 India Customer Service Index (CSI) Study<sup>SM</sup>

## Factors Comprising Overall Satisfaction



Source: J.D. Power Asia Pacific 2014 India Customer Service Index (CSI) Study<sup>SM</sup>

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