

# BMW TOPS CUSTOMER SATISFACTION IN INDIA

**BUYERS IN THE** luxury vehicle segment are more likely to carry out research on the Internet before making a purchase decision, and also post feedback on social media as compared to buyers in the mass market, says the JD Power 2014 India Sales Satisfaction Index (SSI) Study.



**NOW IN ITS 15th year**, the study measures overall satisfaction among buyers of new luxury vehicles with their sales experience based on seven factors (listed in order of importance): delivery process; delivery timing; salesperson; sales initiation; dealer facility; paperwork and deal

## KEY FINDINGS

**OVERALL SALES** satisfaction in the luxury segment is 890 in 2014, up from 873 in 2013. Satisfaction improves in all factors, with the largest increase in delivery timing (+26 points)

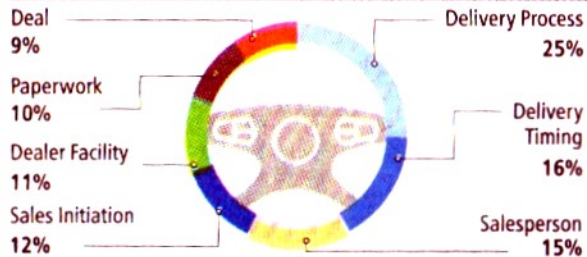
**ACHIEVING HIGHLY** satisfied customers has a positive impact on important ROI drivers like dealership service and repurchase intent. Luxury vehicle owners who are highly satisfied (sales satisfaction scores 955 and above), are nearly 1.5 times more likely than owners who are highly dissatisfied (satisfaction scores 846 and below) to take their vehicle for service at their purchase dealer

**HIGHLY SATISFIED** owners are over 1.5 times more likely than owners who are highly dissatisfied to indicate an intention to repurchase the same brand of vehicle again.

**SATISFACTION AVERAGES** 895 when luxury vehicle buyers are proactively offered vehicle financing, compared with 877 when they are not offered financing

**MOREOVER, SATISFACTION** among luxury vehicle buyers is high (932) when they receive a post-sales follow-up call to schedule their first vehicle service appointment

## FACTORS COMPRISING OVERALL SATISFACTION



**THE STUDY** is based on responses from 345 new-vehicle owners who purchased their vehicle between September 2013 and April 2014. The study was fielded from March to July 2014

NOTE: Percentages may not total 100 due to rounding

## RANKINGS

**BMW RANKS** highest in luxury vehicle sales satisfaction with a score of 891. BMW performs particularly well in sales initiation and salesperson factors. Mercedes-Benz ranks second at 890, and performs particularly well in the paperwork and delivery process factors.

