

ConsumerInsight Inc., a company specializing in automotive research, launched 'Automotive Consumer Experience,' quantifying consumers' car life experiences. This project attempts to share consumer experience information obtained from the 2022 Automobile Syndicated Study with professionals in the automobile industry. For further advancement in the industry and improved customer satisfaction, ConsumerInsight will provide information about the various moment of truth (MOT). The first one is the moments of truth of the after-sales service(AS) process experienced by consumers.

I. Experiences About AS process

Outline

Presenting 16 MOT of AS process that consumers recently have experienced at official service centers from reservation to check-out.

Analysis Data

- **Target** : Those who experienced AS service at the official center within the last 1 year
- **Total No. of Cases** : 8,921 (2,151 domestic car owners & 6,770 imported car owners)

Experienced AS Process

PROCESS	STUDY CONTENT	MOMENTS OF TRUTH
Reservation	<ul style="list-style-type: none"> Booking accessibility 	<ol style="list-style-type: none"> Online booking rate No. of call attempts for reservation Success rate within the first call
Visit/Take-in	<ul style="list-style-type: none"> Work handling capability Consultation fulfillment 	<ol style="list-style-type: none"> Waiting time from booking to service Waiting time for Pre-consultation Key explanation missing rate
Consultation	<ul style="list-style-type: none"> Repair/maintenance speed Customer handling quality 	<ol style="list-style-type: none"> Repair/maintenance time On the day repair completion rate Parts supply shortage experience rate Furnished customer facility
Wait/Monitor	<ul style="list-style-type: none"> Repair/maintenance economy Repair/maintenance quality 	<ol style="list-style-type: none"> Recent repair/maintenance time Wrong/excessive/arbitrary repair experience rate Recurring problem experience rate Complaint filing/handling rates
Repair Outcome Check	<ul style="list-style-type: none"> Care after the repair/maintenance 	<ol style="list-style-type: none"> Free service experienced Preferred free services
Payment		
Check-out		

01 Reservation

1 Reservation method : 76.6% by phone, 18.8% online

[Table 1] Booking method and the ratio (%)

Method	Total	Domestic	Imported
(N)	(8,921)	(2,151)	(6,770)
Phone	76.6	76.4	76.6
Online	18.8	16.0	19.4
Someone else did it for me (salesperson, etc.)	2.6	1.4	2.8
Walk-in	2.1	6.2	1.3

2 ‘Call attempts to get a hold of’ was 1.7 times on average and the success rate in the first call attempt was 64.1% on average.

- Volvo (1.22 times) and Lexus (1.23 times) were seen at the top of the scoreboard
- Lexus(84.8%) and Volvo(83.9%) showed a high success rate within the first call

[Table 2] Number of call attempts for phone reservation (In the order of lowest)

Rank	Brand	(N)	No. of call attempts
1	Volvo	(169)	1.22
2	Lexus	(213)	1.23
3	Toyota	(268)	1.32
4	Ssangyong	(244)	1.33
5	Jeep	(167)	1.38
6	Ford	(230)	1.42
7	Honda	(269)	1.43
8	Audi	(400)	1.47
9	Nissan	(107)	1.66
10	Mercedes-Benz	(1,034)	1.67
11	Lincoln	(83)	1.68
Average	Total	(5,795)	1.71
	Domestic Vehicle Owners	(966)	1.96
	Imported Vehicle Owners	(4,829)	1.67

[Table 3] Success rate within the first call (In the order of highest)

Rank	Brand	(N)	Success rate(%)
1	Lexus	(213)	84.8
2	Volvo	(169)	83.9
3	SSANGYONG	(244)	78.8
4	Jeep	(167)	75.8
5	Toyota	(268)	75.5
6	Lincoln	(83)	72.9
7	Ford	(230)	71.8
8	Honda	(269)	71.5
9	Audi	(400)	70.4
10	Nissan	(107)	70.3
11	Infiniti	(66)	66.3
12	Mercedes-Benz	(1,034)	64.8
Average	Total	(5,795)	64.2
	Domestic Vehide Owners	(966)	55.2
	Imported Vehide Owners	(4,829)	66.0

3 For online booking (18.8%), App (12.7%) was twice as much as Web (6.1%)

- Tesla (85.9%) ranked first, with almost all users (80.0%) using the app

[Table 4] Online booking rate (In the order of highest)

Rank	Brand	(N)	SUM (%)	Web (%)	App (%)
1	Tesla	(105)	85.9	5.9	80.0
2	MINI	(200)	42.6	6.0	36.5
3	Volvo	(270)	32.9	4.6	28.4
4	BMW	(1,505)	32.8	6.1	26.8
5	Volkswagen	(593)	27.8	5.2	22.6
6	GM Korea	(350)	19.5	19.5	0.0
7	Lexus	(304)	19.0	4.5	14.5
Average	Total	(8,921)	18.8	6.1	12.7
	Domestic Vehide Owners	(2,151)	16.0	11.8	4.2
	Imported Vehide Owners	(6,770)	19.4	4.9	14.5

Inquiry

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