

ConsumerInsight Inc., a company specializing in automotive research, launched 'Automotive Consumer Experiences,' 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 AS process experiences.

## 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"> <li>Booking accessibility</li> </ul>	<ol style="list-style-type: none"> <li>Online booking rate</li> <li>No. of call attempts for reservation</li> <li>Success rate within the first call</li> </ol>
Visit/Car take-in	<ul style="list-style-type: none"> <li>Work handling capability</li> <li>Consultation fulfillment</li> </ul>	<ol style="list-style-type: none"> <li>Waiting time from booking to service</li> <li>Waiting time for Pre-consultation</li> <li>Key explanation missing rate</li> </ol>
Consultation	<ul style="list-style-type: none"> <li>Repair/maintenance speed</li> <li>Customer care during wait</li> </ul>	<ol style="list-style-type: none"> <li>Repair/maintenance time</li> <li>On the day repair completion rate</li> <li>Parts supply shortage experience rate</li> <li>Furnished customer facilities</li> </ol>
Wait/Monitor	<ul style="list-style-type: none"> <li>Repair/maintenance quality</li> </ul>	<ol style="list-style-type: none"> <li>Inaccurate repair/maintenance experience rate</li> <li>Recurring problem experience rate</li> </ol>
Outcome Check	<ul style="list-style-type: none"> <li>Repair/maintenance economy</li> </ul>	<ol style="list-style-type: none"> <li>Recent repair/maintenance cost</li> <li>Complaint filing rates</li> </ol>
Payment		
Check-out	<ul style="list-style-type: none"> <li>Care after the repair/maintenance</li> </ul>	<ol style="list-style-type: none"> <li>Free service experienced</li> <li>Post-service contact</li> </ol>

6. Check-out process

06 Check-out

- 1
- 63.5% of car owners have been offered with a free service during the check-out**

  - Volvo(76.2%), Honda(75.6%), and Lincoln(73.0%) scored a high free service rate
  - Renault Korea(70.4%) was the highest among domestic brands

[Table 22] The rate of customers who were offered free service(In the order of highest, %)

Rank	Brand	(N)	Free Service Experience Rate
1	Volvo	(270)	76.2
2	Honda	(289)	75.6
3	Lincoln	(103)	73.0
4	Renault Korea	(229)	70.4
5	Mercedes-Benz	(1,354)	69.1
6	Porsche	(90)	68.9
7	Ssangyong	(797)	67.5
8	Lexus	(304)	66.8
9	Toyota	(346)	66.3
10	Hyundai	(269)	66.0
11	Jeep	(196)	65.5
12	Jaguar	(50)	65.4
13	Audi	(496)	64.0
Avg.	Total	(8,921)	63.5
	Domestic Vehicle Owners	(2,151)	62.9
	Imported Vehicle Owners	(6,770)	63.6

Q: The service center offered unrequested services/inspections for free.(Yes/No)

2 ‘Overall inspection’ (28.6%) was the most wanted free service item

- Oil replacement/replenishment(15.0%) and AC filter replacement(11.4%) were in high demand
- ‘Air-pressure check’ and ‘Washer/coolant replenishment’ were the top 1 and 3 offered services but also were the least preferred

[Table 23] Free services wanted by customers (In the order of highest, %)

Rank	Free Service Item	Total	Domestic Vehicle Owners	Imported Vehicle Owners
	(N)	(8,921)	(2,151)	(6,770)
1	Overall inspection	28.6	32.0	27.5
2	Oil(Engine oil) replacement/replenishment	15.0	13.7	15.4
3	AC filter replacement	11.4	11.1	11.5
4	Engine room clean	10.2	10.6	10.0
5	Car wash (in/out)	9.0	7.5	9.5
6	Free wiper replacement	8.6	7.1	9.1
7	Air purifier(Insect screener/antibacterial/deodorant)	5.2	5.8	5.1
8	Promotions/souvenirs/accessories offer	3.4	1.8	3.9
9	Tire/wheel coating and cleaning	3.1	2.5	3.3
10	Tire air pressure check/replenishment	2.7	3.8	2.4
10	Washer/coolant replenishment	2.7	4.2	2.2

Q: Select the one free service/checkup you would most like to be offered in the future.

3 Tire air-pressure check (60.6%) was the most offered among free service Items

- Overall inspection and Washer/coolant replenishment followed
- A relatively high rate of ‘Engine room clean’ for domestic owners, and ‘Oil replacement/replenishment’ for import owners, were offered for free

[Table 24] Free services offered during the checkout process (In the order of highest, %)

Free Service Item	Total	Domestic Vehicle Owners	Imported Vehicle Owners
Total(N)	(8,921)	(2,151)	(6,770)
Unexperienced(N)	(3,507)	(867)	(2,640)
Experienced(N)	(5,414)	(1,284)	(4,130)
Tire air pressure check/replenishment	60.6	62.1	60.1
Overall inspection	57.1	54.3	57.9
Washer/coolant replenishment	47.5	49.5	46.9
Oil (Engine oil) replacement/replenishment	33.6	20.6	37.6
Engine room clean	16.7	23.1	14.7
AC filter replacement	16.0	9.5	18.0
Air purifier (Insect screener/antibacterial/Deodorant)	12.3	9.7	13.1
Promotions/souvenirs/accessories offer	11.5	7.5	12.8
Free wiper replacement	10.9	4.8	12.8
Car wash (in/out)	8.7	5.3	9.7
Tire/wheel coating and cleaning	6.4	5.1	6.8

Q: Select all the free services/inspections you received at your most recent visit.

4 78.3% of car owners received a post-service contact

- Lexus(87.9%), Volvo(86.9%), and Toyota(84.5%) showed a high post-service contact rates
- Among domestic brands, GM Korea(80.5%) recorded the highest rate

[Table 25] Service satisfaction asked after the service(In the order of highest)

Rank	Brand	(N)	Contact Received Customers(%)
1	Lexus	(304)	87.9
2	Volvo	(270)	86.9
3	Toyota	(346)	84.5
4	Audi	(496)	83.7
5	Lincoln	(103)	81.7
6	Jaguar	(50)	81.1
7	BMW	(1,505)	81.0
8	GM Korea	(350)	80.6
9	Ford	(272)	79.4
10	Mercedes-Benz	(1,354)	79.0
11	Jeep	(196)	78.8
12	Renault Korea	(229)	78.4
13	Honda	(289)	78.4
Avg.	Total	(8,921)	78.3
	Domestic Vehide Owners	(2,151)	73.9
	Imported Vehide Owners	(6,770)	79.8

Q. After the maintenance/repair, I was contacted (by phone, text/Kakao, APP instructions, etc.) to ask if I was satisfied with the service (if there were no problems).(Yes/No)

Inquiry

Hyun Kim (MD)

Park, Seungpyo (ED)

Jung, Dongwon (GM)

☎ 02-6004-7665

☎ 02-6004-7661

☎ 02-6004-7616

✉ hyun.kim@consumerinsight.kr

✉ sammy.park@consumerinsight.kr

✉ ungdw@consumerinsight.kr