ConsumerInsight, a company specializing in automotive research, offers quantified consumer experiences in a report, 'Automotive Consumer Experiences.' This project is to share consumer experience information obtained from the 2022 Automobile Syndicated Study with professionals in the industry. ConsumerInsight provides information about the various moment of truth (MOT) for further advancement in the industry and improved customer satisfaction. Today, we summarize the first topic, the Repair/maintenance Service 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)

07 Summary _ Benchmarks by Item

1 Lexus ranked #1 in 6 items…Volvo · Tesla ranked #1 in 3 items respectively
- Volvo 10 times, Lexus 9 times, and Toyota 8 times ranked in the top 3 position
- Among domestic brands, Ssangyong ranked #1 in 2 items, GM Korea did in 1.

2 Regarding the rank correlation analysis with CSI, the 'Get through within the first call attempt' (0.655) were the highest.
- Followed by 'Parts supply problem experience' (0.645), and 'Repair outcome complaint rate' (0.627)

Experienced AS Process			Benchmarks						Correlation
Pro-cess	Experiences(sorting)	Unit	1st Place		2nd Place		3rd Place		Rank Correlation With CSI
Reserv-ation	①Online booking rate(△*)	%	Tesla	85.9	MINI	42.6	Volvo	32.9	0.386**
	②No. of call attempts for reservation(▽)	Time	Volvo	1.22	Lexus	1.23	Toyota	1.32	0.510
	③Success rate within the first call(△)	%	Lexus	84.8	Volvo	83.9	Ssangyong	78.8	**1** 0.655
Visit/ Take-in/ Consul tation	④Waiting time from booking to service(▽)	Day	Ssangyong	2.9	Volvo	6.2	GM Korea	7.4	0.313
	⑤Waiting time for Pre-consultation(▽)	Minute	Lexus	6.1	Toyota	6.5	Volvo	6.6	0.388
	⑥Key explanation missing rate(▽)	%	Volvo	36.4	Ssangyong	36.7	Renault Korea	39.2	0.170
Wait/ Monitor-ing	⑦Repair/maintenance time (▽)	Day	Ssangyong	4.8	Renault Korea	5.1	GM Korea	5.1	0.587
	⑧On the day repair completion rate(△)	%	Lexus	94.7	Honda	92.8	Toyota	92.7	0.506
	⑨Parts supply shortage ex. rate(▽)	%	Lexus	6.0	Toyota	9.2	Honda	12.1	**2** 0.645
	⑩Furnished customer facilities(△)	%	Honda	50.7	Lexus	48.5	Volvo	47.5	0.625
Out-come check	⑪Inaccurate repair/maintenance ex. rate(▽)	%	Toyota	3.7	Volkswagen	4.1	Volvo	4.5	0.402
	⑫Excessive repair/maintenance ex. rate (▽)	%	Tesla	1.6	Nissan	3.0	Lincoln	3.2	0.155
	⑬Arbitrary repair/maintenance ex. rate (▽)	%	Tesla	2.1	Volkswagen	2.3	Genesis	2.8	0.294
	⑭Recurring problem ex. rate(▽)	%	Cadillac	0.0	Lexus	2.2	Toyota	3.3	0.128
Payme nt	⑮Recent repair/maintenance cost(▽)	10,000 KRW	GM Korea	41.3	Hyundai	44.9	Kia	45.3	0.479
	⑯Complaint filing rates(▽)	%	Lexus	4.8	Toyota	6.4	Infiniti	8.3	**3** 0.627
Check-out	⑰Free service experienced(△)	%	Volvo	76.2	Honda	75.6	Lincoln	73.0	0.621
	⑱Post−service contact(△)	%	Lexus	87.9	Volvo	86.9	Toyota	84.5	0.507

*△ indicates large figure ranks higher, ▽ indicates small figure ranks higher.
** Quantifies the correlation between experience item rankings and CSI rankings for 26 brands, with numbers closer to 1 indicating greater correlation.